

Commerce

CHICAGOLAND

VOICE

OF BUSINESS

SEPTEMBER 1959

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WORLD TRADE BOOM AHEAD



Page 20

THE BIG GAP IN HOUSING

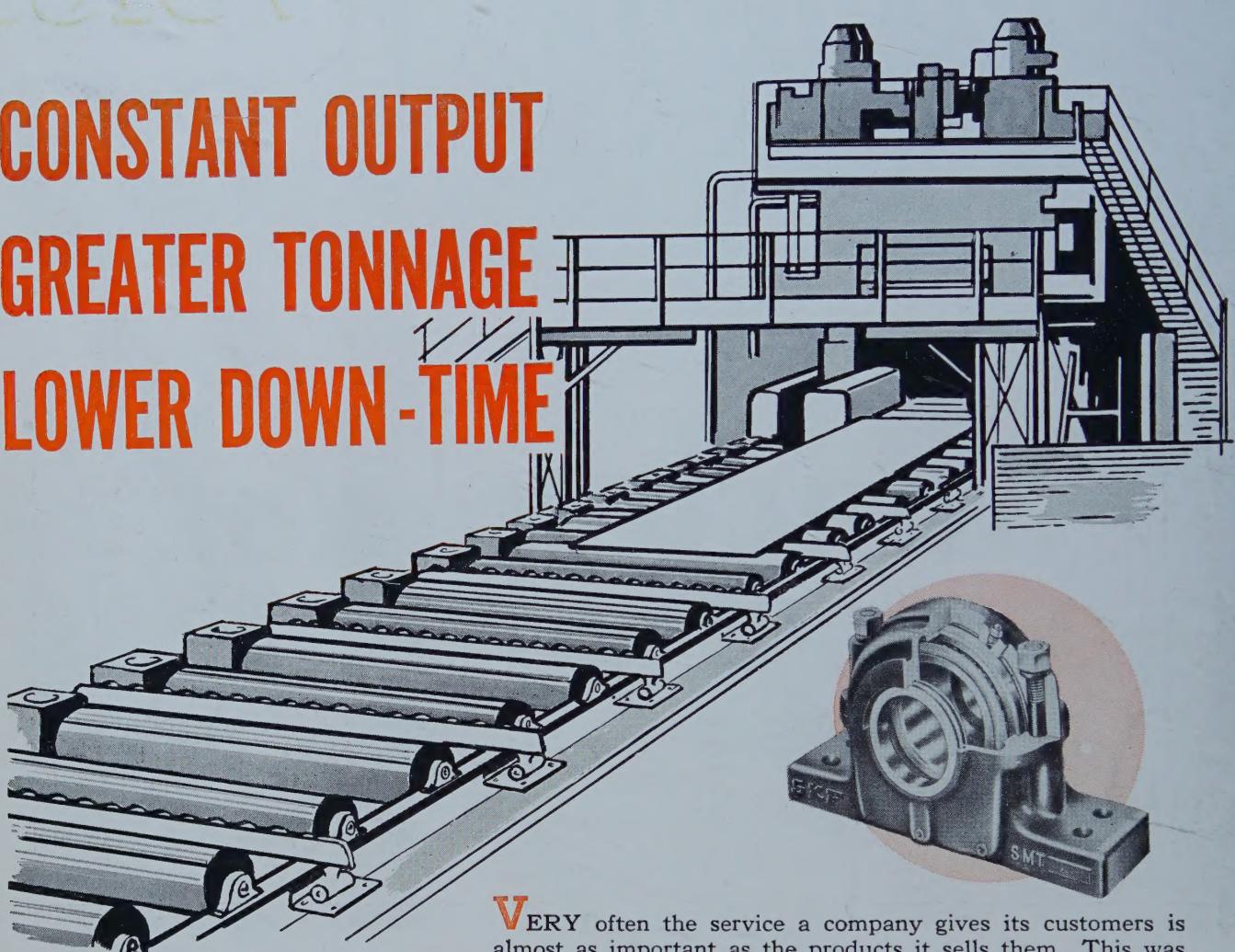
Page 14

TEAM BIDDING FOR DEFENSE DOLLARS

Page 17

BERRY BEARING'S ENGINEERING SERVICE HELPS ROLLING MILL GAIN--

CONSTANT OUTPUT GREATER TONNAGE LOWER DOWN-TIME



VERY often the service a company gives its customers is almost as important as the products it sells them. This was clearly demonstrated in the case of a well-known rolling mill whose production was hampered by frequent bearing failures.

Berry's Engineering Department was asked to make recommendations. The suggested change over from plain bronze bearings to spherical roller bearings in the table solved the crucial problem--with a *significant increase in production at lower cost*.

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Phone 2-5561

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Building Today, with an Eye to Tomorrow



MEETING *of* MINDS!

Each of these men has an expert mind in his field—administrative, sales, finance, raw materials, production. Each contributes years of practical experience, rigorous theoretical knowledge and proven executive ability. Together they constitute Inland Steel Company's Products and Facilities Planning Committee—keeping a watchful eye on consumer and industrial trends and requirements, guiding the company's development and expansion.

To their attention are brought market studies, design forecasts, new product possibilities, material resource potentials, new production methods, future equipment needs. They are excellent listeners, they travel often to see for themselves, and they are doers—initiating programs which have upped Inland's steelmaking capacity 15% to 6,500,000 ingot tons in just three short years.

The work of this committee, like the future of America's expanding economy, is never ending. Keeping pace with midwest industrial growth, Inland completes each stage in its expansion plan and looks ahead . . . for the next job.



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INLAND STEEL PRODUCTS COMPANY

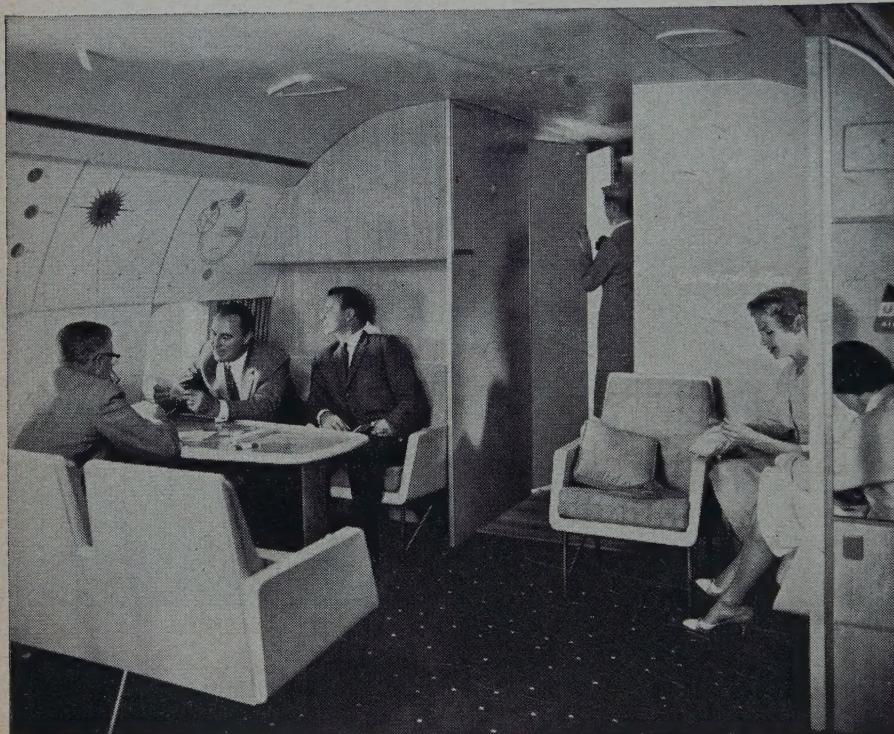
INLAND STEEL CONTAINER COMPANY*

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*Red Carpet is a service mark owned and used by United Air Lines, Inc.

EXTRA CARE HAS MADE IT THE BEST OF THE JETS

Commerce

CHICAGOLAND

VOICE

OF BUSINESS

Volume 56 • Number 8 • September, 1959

In This Issue

The forgotten family in Chicago's housing is the family with an annual income of between \$6,000 and \$9,000 annually. George H. Dovenmuehle tells of an exciting new plan for private development of middle-income housing in an article beginning on page 14. He explores the problem of this valuable segment of employees and its effect upon employers.

A factual account of the needs of Chicago for additional Lake Diversion begins on page 16. Preston Peden reviews the history of Chicago's efforts to keep its valuable lakefront clean and its drinking water pure as he points up the threat to the future of the city in current litigation brought by neighboring states to force Chicago to return treated sewage to the Lake.

Some startling facts are revealed in the article beginning on page 17 which indicate that Chicago and the State of Illinois are not receiving their share of dollars spent on defense by the Federal government. How Chicago area industry can gain many millions of dollars in defense contracts is outlined in "Team Bidding for Defense Dollars," an account of The Chicago Association of Commerce & Industry's efforts to help firms of the area secure more business.

"We are on the verge of a world trade boom," says Arno H. Johnson, Vice President and Senior Economist, J. Walter Thompson Co. on page 21. Johnson's talk to the first Chicago World Marketing Conference is condensed in this presentation of the widening horizons for Midwestern trading with the rest of the world. Johnson was keynote speaker at the Conference which brought 82 speakers and panelists together to help area businessmen seize new trade opportunities.

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We open in London

The First National Bank of Chicago has extended its banking services to Europe with the opening of an office in London at 38 Walbrook, E. C. 4. Guy A. Crum, Vice-President, is our European representative.

For some time, the International Banking Department has felt the need for personal representation in Europe. The reasons are important. First, there must be faster service between the Midwest and people overseas. Second, the volume of transactions and trade between customers and bank correspondents is increasing. Finally, the opening of the St. Lawrence Seaway places

added emphasis upon the role which Chicago and the Midwest will play in world trade.

The London office will further enhance our already fine relationships with our bank correspondents, customers and friends both here and abroad. The International Banking Department, approaching a century of service, looks forward to rendering even better service in a world that grows more closely knit because of increased trade and improved communications.

Please call upon us if your business dealings extend overseas.

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The First National Bank of Chicago

Dearborn, Monroe & Clark Streets • Building with Chicago since 1863

MEMBER F. D. I. C.



Thomas H. Coulter



Dear Member:

Filibustering and political maneuvering in the Senate once again has shelved a bill which would permit Chicago to take additional water on trial basis from Lake Michigan for sanitary and navigational needs. The Senate vote to send the bill to the foreign relations committee virtually kills the possibility of any action at this session of Congress.

Your Association will remain active in the Lake Diversion fight indefinitely. As long as is necessary...Association legal counsel will continue to battle for Chicago's rights in the Supreme Court suit brought by neighboring Great Lakes States against the State of Illinois and the Sanitary District to force Chicago to join other major Lake cities in fouling beaches and drinking water by returning treated sewage to the Lake.

It is the enthusiastic opinion of those who have attended the Association's weekly Practical Politics Workshops that the voice of business can be greatly amplified in legislative halls...on all such important matters as Lake Diversion...if more representatives of business were to receive basic training in political action...the kind of training they have received during the Thursday afternoon and evening sessions.

There are a few more openings available in the next Practical Politics Workshop....A telephone call to the Governmental Affairs Division will hold a place for you or your designated representative.

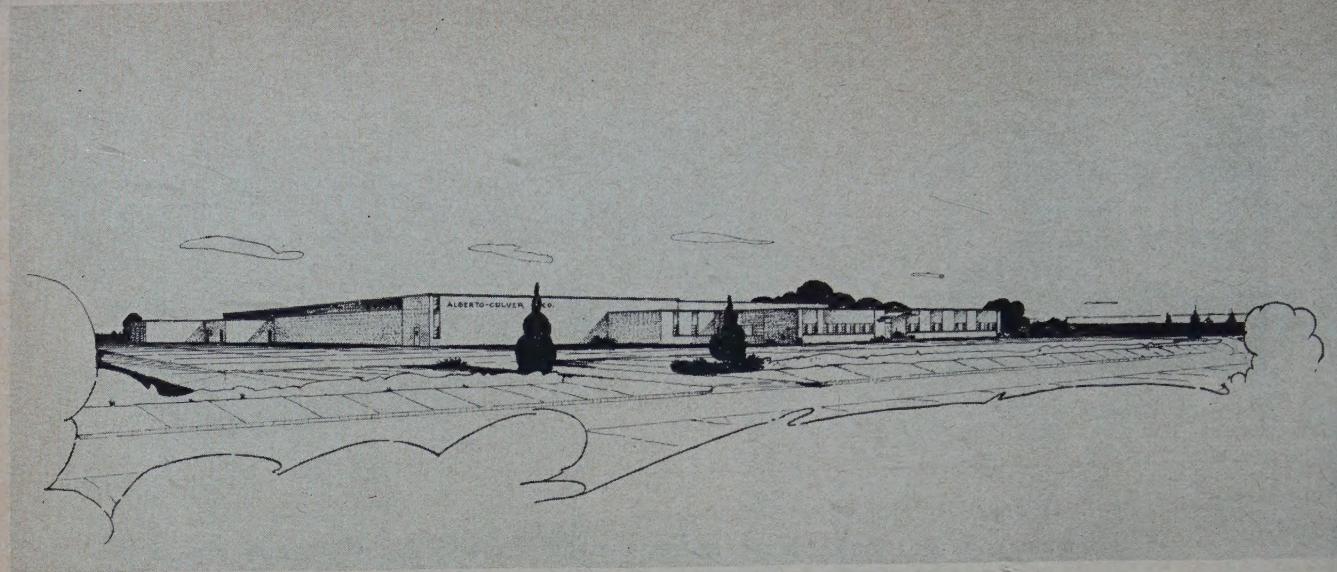
George H. Dovenmuehle...Chairman of the Association's Urban Renewal Committee...outlines an exciting and practical new concept in private development of middle-income housing in this issue of Commerce....Don't fail to read it.

The next letter to appear in this space will come to you from Europe. Your Chief Executive Officer is going to London...Brussels...Prague...Warsaw...Vienna...Rome...Zurich...Bonn...and Amsterdam in behalf of the 1960 Chicago World Trade Fair. Countries which should be represented at next year's Fair will be told of the great success of the 1959 Fair and will be urged to sign up for national pavilion space. You'll read about this first trip to countries behind the iron curtain in the October issue.

Sincerely,

Chief Executive Officer, The Chicago Association of Commerce and Industry

P.S. Complete proceedings of the First Chicago World Marketing Conference have been published...the 160 page book is now off the press. It is packed with the kind of information needed by those whose businesses involve import-export trade...and in this new major world port of Chicago that includes just about every enterprise. Eighty-two authorities from all over the world cover every phase of global trade. The book is full of interesting pictures, too. Only a limited quantity has been printed...as long as the supply lasts the books are available at \$5.00 per copy. It is suggested that orders be placed immediately with the Association's World Trade Division.



Rendering of new plant now under construction for Alberto-Culver Co.

MODERN PLANTS IN MODERN DISTRICTS...

Clearing Industrial District, Inc. always owns neighborhoods rather than individual sites. It gives this industrial location firm the necessary control toward developing a modern industrial district that will stay modern and streamlined. There is never the penalty incurred in picking a site among mixed occupancies.

If you are thinking about a modern site and plant for your company, the four Clearing-operated manufacturing districts in the Chicago area will interest you (two more, the Montrose District, and Addison-Kedzie District have been sold out).

All have "A Clearing Development" stamp on them; this means that they are

planned to contain factories which are clean, economical, flexible, with plenty of daylight and fresh air — and consequently attractive.

Each district is planned for growing industries to prosper.

Clearing Industrial District, Inc., has four modern industrial districts in the Chicago area. The company offers the services of a complete engineering and construction department, architect and financing on either a long term lease or purchase contract; in short, every detail toward a completed project.

For further details address inquiries to "Clearing Industrial District, Inc., 38 South Dearborn Street, Chicago," or call RAndolph 6-0135.

CLEARING INDUSTRIAL DISTRICT, Inc.

FIRST NATIONAL BANK BUILDING

CHICAGO 3, ILLINOIS



INDUSTRIAL production in July dropped slightly, due to the steel strike, from an index of 139.3 in June to 137.0 in July, but was still 22 per cent above July, 1958.

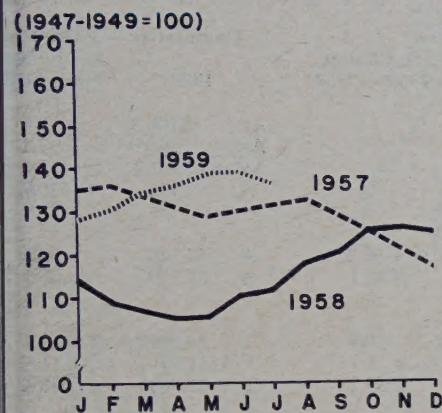
As could be expected, steel production was down 22 per cent from July, 1958, although the mills turned out nearly a record flow of ingot steel during the first half of the month prior to the strike. Steel production the first seven months of

1959 was 55 per cent higher than the same period of 1958.

Industrial gas consumed took a seasonal dip but remained 13.3 per cent above the figure for a year earlier and the cumulative total for the first seven months of 1959 was approximately 21 per cent above the same period in 1959. Petroleum refining activity in July was six per cent higher than a year ago. Electric power production for the first seven months of 1959 was 13 per cent ahead of last year.

Department store sales continued to run substantially ahead of 1958, although the July increase in the Consumer Price Index was the largest jump in over a year.

INDUSTRIAL PRODUCTION



POPULATION AND GENERAL GROWTH TRENDS:

	1959				1958		Cumulative - 7 Months	
	July	June	May	July	7/59 vs 7/58	July	1959	% Change From 1958
Population—Chicago (000) Estimated	3,794.4	3,792.4	3,790.5	3,771.0	+ 0.6	LM	3,794.4	+ 0.6
—Metr. Area (000) Estimated	6,639.5	6,627.6	6,616.1	6,500.0	+ 2.2	LM	6,639.5	+ 2.2
Recorded Births:								
—Chicago	8,757	8,081	7,877	8,335	+ 5.1	T	55,827	+ 2.1
—Metr. Area (5 Ill. Counties)	13,434	12,497	12,192	12,895	+ 4.2	T	86,723	+ 2.6
Recorded Deaths:								
—Chicago	3,043	3,225	3,205	2,963	+ 2.7	T	23,122	- 1.8
—Metr. Area (5 Ill. Counties)	4,614	4,885	4,824	4,617	- 0.1	T	34,660	- 1.7
Marriage Licenses (Cook County)	3,585	5,083	3,525	3,396	+ 5.6	T	23,516	+ 2.1
Total Water Pumpage:								
—Chicago Water (000,000 Gal.)	35,572	35,077	31,167	33,474	+ 6.3	T	215,488	+ 2.9
No. of Main Tel. in Service (Ill. Bell) (000)								
—Business Telephones	317.4	316.9	315.9	307.7	+ 3.2	LM	317.4	+ 3.2
—Residential Telephones	1,645.0	1,640.9	1,639.2	1,596.8	+ 3.0	LM	1,645.0	+ 3.0

INDUSTRY:

Index of Ind. Prod. (1947-49=100)	137.0p	139.3	138.9	112.3	+22.0p	A	134.9p	+23.6
Steel Production (000 Tons)	1,008.7	2,092.0	2,148.3	1,294.3	-22.1	T	13,206.9	+54.6
Petroleum Refining (Jan. 1957=100)		99.8	99.2	87.8		Ax	101.7	+ 8.2
Ind. Gas Consumed—Chgo. (000 Therms)	13,677	16,019	16,721	12,074	+13.3	T	120,782	+20.8
Electric Power Prod. (000,000 K.W.H.)	1,852	1,906	1,850	1,683	+10.0	T	13,169	+13.2
Dressed Meat Und. Fed. Insp. (1953=100)	60.1	77.3	81.9	78.2	-23.1	A	77.1	- 5.4

TRADE:

Dept. Store Indexes (1947-49=100)								
—Sales, Unadjusted	100	120	130	97	+ 3.1	A	107.6	+ 4.4
—Sales, Seas., Adjusted	129	122	128	124	+ 4.0	A	122.0	+ 4.3
—Inventories, Unadjusted	131	128	135	126	+ 4.0	A	130.6	+ 0.7
—Inventories, Seas. Adjusted	139	132	130	134	+ 3.7	A	133.4	+ 0.5

Retailer's Occupation Tax Collections (Municipal Tax Excluded) (000)								
—Chicago Metr. Area (5 Ill. Counties)	\$ 13,477	\$ 17,493	\$ 16,378	\$ 15,087	-10.7	T	\$ 113,598	+ 1.1
—Chicago	\$ 8,499	\$ 10,686	\$ 10,343	\$ 9,546	-11.0	T	\$ 72,337	- 0.4

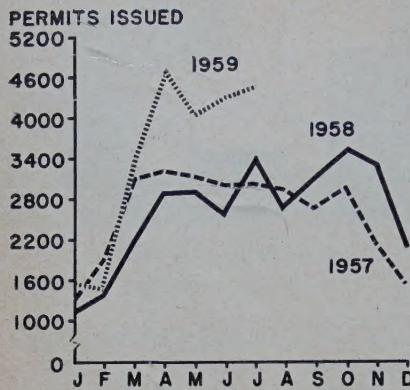
Consumer Price Index (1947-49=100)								
All Items—Chicago	128.3	127.7	127.4	127.6	+ 0.5	A	127.5	+ 0.5
New Passenger Car Sales—No. Cars (R. L. Polk)		28,068	28,448	18,944		Tx	154,464	+33.0

Steel Imports—Waterborne (sh. tons)	37,459	35,635						
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T=Total of 7 months. Tx=Total of 6 months. A=Average of 7 months. Ax=Average of 6 months. LM=Latest month. p=Preliminary. N.A.=Not Available.

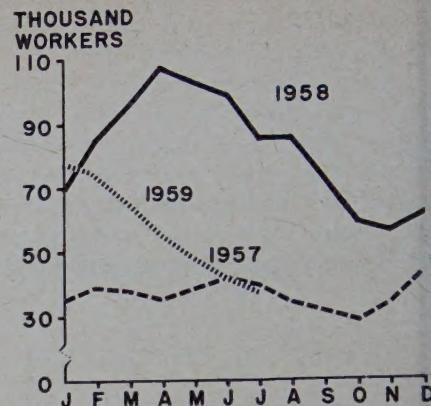
*Total gainfully employed—approx. 3,000,000 workers. **Indicates Residential vacancy rate.

RESIDENTIAL CONSTRUCTION Single Family Units



45 per cent increase in single family dwelling unit permits issued, and a 72 per cent increase over the same period of 1958 in apartment dwelling units started. Industrial plant investment was up 61 per cent in the first seven months over the same period of 1958. Construction costs were up 2.2 per cent in the first seven months over the same months of 1958. Real estate transactions were 30 per cent more active in 1959 than the same period of 1958, although the stated value of the transactions was down 15 per cent over the same period.

INSURED UNEMPLOYMENT (Cook and DuPage Counties)



EMPLOYMENT AND PAYROLLS*

Non-Agric. Wage and Salary Workers—	July	June	May	July	% Change
Number (000)		2,550.1	2,525.2	2,457.2	Ax
—Manufacturing (000)		971.2	959.5	896.3	Ax
—Non-Manufacturing (000)		1,578.9	1,565.7	1,560.9	Ax
Total Unemp. (Est. Mid Month) (000)	155p	135	150	250	A
(Cook, DuPage Cos., Ill., Lake Co., Ind.)					
Insured Unemployment Cook and					
DuPage Counties (000)	38.0	41.7	49.4	84.3	A
Families on Relief (Cook Co.)	39,139	38,974	38,776	27,545	A

CONSTRUCTION AND REAL ESTATE:

	1959		Cumulative — 7 Months
	July	July	% Chang 7/59 vs 7/58
All Building Permits—Chicago	2,823	3,010	— 0.7
—Cost (000)	\$ 22,421	\$ 30,312	+ 4.4
Dwelling Units Auth. by Bldg. Permits	5,511	6,177	+39.2
(Bell Savings & Loan)		5,732	
—Single Family Units (Number)	4,472	4,321	+31.3
—Apartment Units (Number)	1,039	1,856	+88.6
Constr. Contracts Awarded (F W Dodge)			
—All Contracts (000)	\$ 127,119	\$ 146,190	\$ 16,567
—Non-Residential Contracts (000)	\$ 32,554	\$ 48,561	\$ 154,991
—Commercial Contracts (000)	\$ 11,021	\$ 11,727	\$ 32,303
Vacant Industrial Bldgs. (1954-55=100)	92.5	90.8	+ 8.4
Idle Electric Meters (% of All Meters)**	1.95	1.87	+ 1.7
Industrial Plant Investment (000)	\$ 107,997	\$ 15,614	\$ 221,928
Construction Cost Index (1913=100)	644	643	+2.2
Structures Demolished—City of Chgo.	299	231	+293.4
Real Estate Transfers—Cook County	8,085	7,555	+83.3
—Stated Consideration (000)	\$ 2,683	\$ 6,204	\$ 43,902
Fed. Res. Member Banks in Chicago			+29.6
—Demand Deposits (000,000)	\$ 4,307	N.A.	N.A.
—Time Deposits (000,000)	\$ 1,856	N.A.	N.A.
—Loans Outstanding (000,000)	\$ 4,136	N.A.	N.A.
—Commer. and Ind. Loans (000,000)	\$ 2,459	N.A.	N.A.
Bank Debits—Daily Average (000)	\$ 773,876	\$ 729,640	\$ 716,982
Chicago Bank Clearings (000,000)	\$ 5,958	\$ 5,581	\$ 22,381
Insured Sav. & Loan Assoc.—Cook Co.			+14.4
—Savings Receipts (000,000)	\$ 174.6	\$ 147.3	+ 8.4
—Withdrawals (000,000)	\$ 191.5	\$ 86.2	+13.5
—Mortgage Loans Orig. (000,000)	\$ 112.3	\$ 129.6	+ 9.6
Business Failures—Chicago			N.A.
—No. of Failures	29	40	A 93.9
—Total Liabilities (000)	\$ 2,338	\$ 2,391	+1.85
Midwest Stock Exchange Transactions:			N.A.
—No. of Shares Traded (000)	3,052	2,741	\$ 198
—Market Value (000)	\$ 129,958	\$ 121,703	\$ 14,232

TRANSPORTATION:

	1959		Cumulative — 7 Months
	July	July	% Chang 7/59 vs 7/58
Carload of Rev. Frt. Originated	106,470	128,427	N.A.
Express Shipments: Rail	654,392	698,015	N.A.
Air	80,105	83,269	T 5,026,486
Natural Gas Dlvd. by Pipe Line			+19.0
(000,000 Cu. Ft.)	28,163	29,072	T 563,637
Freight Originated by Common Carrier			+15.6
Intercity Trucks—(Jan. 1958=100)	135.3p	130.1	T 207,263
Air Passengers: Arrivals	533,297	541,173	+22.4
Departures	541,868	552,831	A 122.4
Chicago Transit Authority Passengers:			+22.4
—Surface Division (000)	35,506	37,027	A 122.4
—Rapid Transit Division (000)	9,394	9,298	+ 8.9
Air Mail Originated (000 Pounds)	2,851	2,783	T 3,273,444
Barge Line Freight Orig.—Tons	222,250	289,933	T 3,314,210

T=Total of 7 months. Tx=Total of 6 months. A=Average of 7 months. Ax=Average of 6 months. LM=Latest month. p=Preliminary. N.A.=Not Available. *Total gainfully employed—approx. 3,000,000 workers. **Indicates Residential vacancy rate.



How busy businessmen can get more done without getting busier

(Hubert, the Harris Lion, reminds us that two heads are better than one)

"Much as you might like it, you can't be two places at once, or do two things at the same time.

"If you want to cover more ground, and do it well, you know the answer—*experienced assistance*. How do you get it, in a jiffy, without increasing the cost of doing business?

"Thousands of businessmen from all parts of the nation have found the answer at the Harris. Our officers have experience with many

types of business. And our customers' problems become our problems. We pitch in with an enthusiastic personal interest.

"What we want is an opportunity to tell you about the many ways the Harris can lend helping heads and hands to busy businessmen. I can't cover all this here—but at the bank I have lots of friends who can.

"Come in, call or write—we're ready to serve you with might and mane, if you'll pardon the pun."

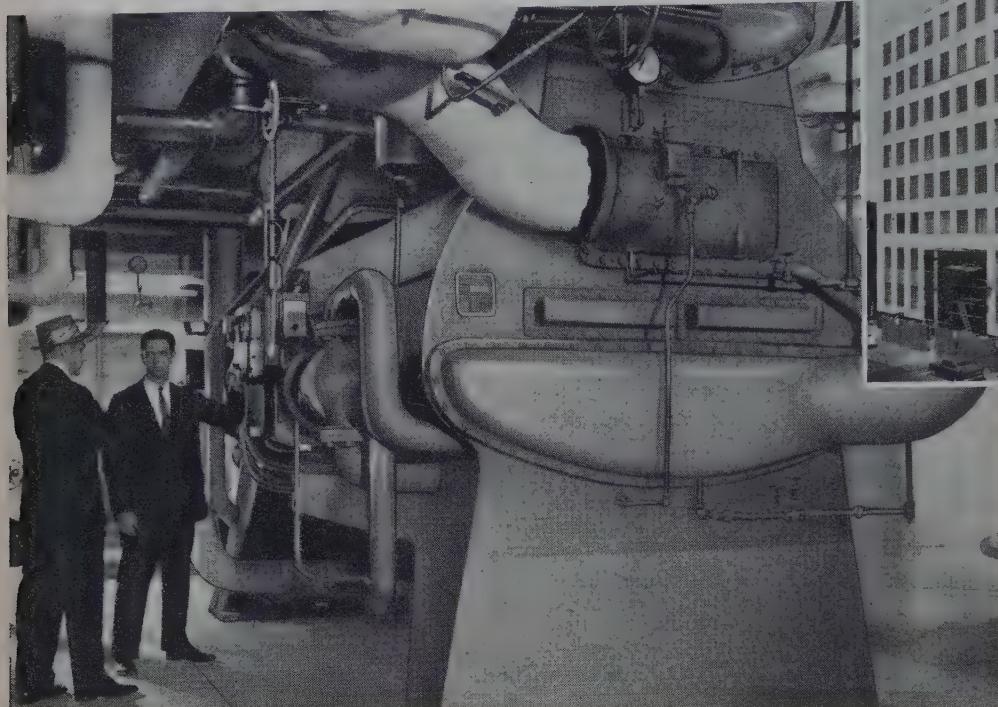


HARRIS *Trust and Savings* BANK

Organized as N. W. Harris & Co. 1882—Incorporated 1907
115 WEST MONROE STREET—CHICAGO 90
Member Federal Reserve System...Federal Deposit Insurance Corporation

GAS plays important part in air conditioning A.M.A. building

Just a push of the button is all it takes to start this completely automatic 430-ton absorption type air conditioner at the American Medical Association's offices in Chicago. A Gas-fired steam boiler provides the steam necessary to operate this unit.



For 112 years the American Medical Association has been promoting better health and the highest quality of medical care for the American people. Its national headquarters building located at 535 N. Dearborn St. in Chicago is being completely remodeled for more efficient operation. As part of the Association's building modernization program, an absorption air conditioning unit has been installed which is operated by low pressure steam from a Gas-fired boiler.

This absorption type air conditioning unit is completely automatic — has no major moving parts. It runs without objectionable noise or vibration which makes it ideal for roof top as well as basement installation. With Gas as the boiler fuel — on summertime rates — operating costs are cut to a minimum. Seasonally idle or excess boiler capacity is put on a year 'round paying basis.

If you are considering air conditioning for your building, office or plant, it will pay you to look into low-cost steam absorption air conditioning with Gas. For more details on this and other types of Gas air conditioning equipment, just call WAbash 2-6000, Extension 2449.

INDUSTRIAL DEPARTMENT

THE
PEOPLES GAS
LIGHT AND COKE COMPANY

The Public Can Win!

The recent session of the federal legislature accomplished quite a few significant things, both in the legislation which passed and which did not pass. Perhaps one of the most significant things about the session, however, was that it demonstrated more clearly than any other in a long time that public opinion, when sufficiently aroused, can get results.

The most sensational evidence came with the passage of the strong labor reform bill over the almost violent opposition of the leaders of organized labor. Senators and Congressmen freely admitted that they had been deluged with mail — much of it from union members. Early in the session, when the big spenders wanted to skyrocket the President's budget their plans for more federal money for everybody were scuttled by an avalanche of mail showing that public opinion was solidly behind fiscal integrity and a stable dollar.

In both of these instances, President Eisenhower made a direct plea to the people by TV. Newspapers and magazines throughout the country almost universally supported the President's position with vigorous editorial campaigns.

Two other notable cases were a classic pork barrel rivers and harbors bill and the housing bill loaded with big spending in the years after fiscal 1960. Congress passed both these measures but could not sustain them over presidential veto.

Not a few cynics have thought for some time that the government of this country had fallen completely under the sway of selfish interest pressure groups. The 86th session proved that even the strongest of these groups can be beaten when the voters are informed and aroused. This heartening lesson should not be forgotten in the future.

Who's Santa Claus?

An article in the June 5, 1959, issue of the Congressional Record should be must reading for Illinoisans who still believe the federal government plays Santa Claus to Illinois. The article, using fiscal 1958 figures, shows that Illinois contributed 8.10 per cent of the federal income tax collections. In return Illinois received 3.84 per cent of federal funds expended on grant-in-aid programs. Put another way, Illinois contributed about \$600 million to federal aid funds and got in return just under \$285 million, a ratio of \$2.11 paid in for every dollar received in return.

The only two states to provide a larger percentage of the federal income tax take than Illinois were New York (19.9 per cent) and California (8.44 per cent).

California almost broke even, paying in \$1.02 for each dollar received. New York fared worse than Illinois, paying in \$2.95 for each dollar. Little Delaware took it on the chin with a \$4.95 payment for a dollar.

In the winner column North Dakota stood out, sending only eleven cents to Washington to get a dollar back.

From these figures, 'tis easy to see that Illinois is no deserving little nephew but is, in fact, one of several Santa Clauses for North Dakota and a number of other states via Uncle Sam.

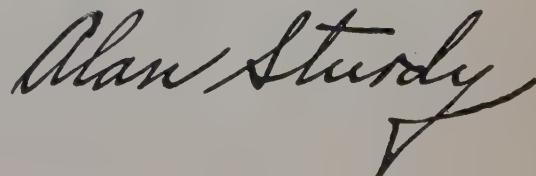
Still Pre-eminent

The heart of Chicago pulses with increasing vigor. The loop and near-loop area is taking on a new look with the planning and building of clean-lined modern new commercial and residential structures.

Even as construction booms in the outlying areas of this eight-county metropolis, handsome additions to the city's skyline rise within the three square miles surrounding the world's busiest corner. A new era is being ushered in for Chicago and the Midwest with the dawn of the Jet Air Age and the opening of the expanded St. Lawrence Seaway . . . and the Central Area of the city not only is keeping pace, but anticipating future commercial, industrial and financial growth.

Just a week ago, plans for a new International Trade Center Building — America's largest — to be located at 500 North Michigan avenue were announced. Anyone absent from the city during the past three or four years would find vast changes had taken place in that time. Wacker Drive, for example, is rapidly assuming a new role in Chicago's commercial life. Ground has been broken for the new Hartford Building of 20 stories at the southwest corner of Wacker and Monroe. Recently completed buildings along the drive include the Mutual Trust Life Insurance Co., Morton Salt Co., American Fore and Executive House.

Others within a mile radius of State and Madison, either completed, under construction or planned: National Cash Register Co., Jewish Federation, Jackson-LaSalle, Fiske, Harris Trust & Savings Bank, Borg-Warner Corp., Sun-Times and Inland Steel. These and others re-affirm that Chicago's central district is still the pre-eminent business location in the midwest.



Alan Sturdy

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• **Chicago World Trade Center** — A \$15 million 22-story International Trade Center Building, America's largest, will be built at 500 North Michigan avenue. Plans were announced September 8 by Thomas H. Coulter, Chief Executive Officer of the Chicago Association of Commerce and Industry.

Termed "the Show Case of Nations," the building, designed by Skidmore, Owings and Merrill, is being financed by owners of the McGraw-Hill Building, located immediately north of the site.

A public restaurant will be located at street level. The first two floors will be devoted to displays and will house specialized exhibits. Remaining floors will have permanent exhibit space for consulates and companies displaying their countries' products. A private international club is to be located on the top floor. An auditorium will be provided, together with meeting and lecture-projection rooms for use in behalf of international trade and understanding.

The building is expected to house offices of the Consular Corps, Foreign Trade Commissioners, importers, exporters, customs brokers, international advertising agencies, foreign Chambers of Commerce and others associated with international trade.

• **TV College Courses** — The WTTW Channel 11 TV College Courses include several of interest to employers and employees in commerce and industry, according to Enos C. Perry, Director of the Bureau of Business Education, City of Chicago Board of Education.

Courses of direct value in upgrading employee competence may be taken for college credit, or not for credit. Among them are typewriting, reading improvement, salesmanship, fundamentals of mathematics, the slide rule and English.

According to Perry, some employers allow employees to attend

TV College during working hours. Any room with a TV set can become a college classroom. Some firms encourage enrollment by paying enrollment fees. Tuition is free for Chicago residents and non-resident tuition for suburban residents has been reduced about one half for the Fall of 1959.

• **Five Thousand Pensioners** — Illinois Bell Telephone Company is now one of a "handful" of U. S. companies with 5,000 living pensioners. The 5,000th Illinois Bell pensioner, Benjamin L. Miller, 65 of Park Ridge, retired at the end of August with 36 years' service.

The company's pension and benefit plan, founded in 1913, has been amended 16 times to keep pace with changing conditions. The plan is non-contributory, with the company bearing all costs. Minimum monthly pension is \$115 after age 65 and \$85 per month before 65. Amount of annual pension is based on one per cent of average annual pay for five years, multiplied by the number of years' service.

• **Berry Expands** — The largest building in the world devoted to distribution of anti-friction bearings will be the new, enlarged main office of Berry Bearing Company on the northwest corner of Michigan avenue and 26th street, half a block from the present location at 2633 S. Michigan avenue.

Berry's acquisition of the building for their new main office is the fourth expansion move made in less than a year. Branch distribution centers have been established in that time at Waukegan, Joliet and Chicago Heights.

• **Helicopter's Tenth** — Chicago Helicopter Airways celebrated its 10th anniversary August 20 with a record of flying 25 million pounds of air mail, 4 million, 2 hundred thousand scheduled miles and over

72,100 flight hours in complete safety. The helicopter airline started passenger service November 12, 1956 and currently is flying over 70,000 miles carrying over 20,000 passengers per month. In terms of flights operated and passengers carried, CHA is now the World's largest helicopter airline.

• **Pipeline Nears Completion** — A tunnel 60 feet below water surface is being dug under the Calumet river for a natural gas pipeline now under construction between Joliet and Chicago. The \$481,000 tunnel will accommodate a second line for future expansion, according to the Peoples Gas Light and Coke Company.

The 60-mile pipeline, estimated to cost \$17,000,000, is expected to be completed and placed in operation by early fall of this year. It will transport gas supplies for residential, commercial and industrial users in the Chicago area.

• **Purchase German Firm** — The Chicago firm of Rebamen & Almeroth, Inc., has purchased the entire production output and facilities of the Schimanek cutting machine firm in West Germany for world distribution, according to Don Blustein, General Manager.

• **Convert For Air Cargo** — Pan American World Airways has awarded a contract for \$2 million, 8 hundred thousand for conversion of ten DC-7's to cargo aircraft during September. A DC-7C Cargo Clipper will carry 16 tons on a transatlantic flight, or almost five tons more than a DC-6A, the cargo aircraft currently in use, at a cruising speed of 300 miles per hour compared with 250 miles per hour for a DC-6A, non-stop, as compared with a one-stop refueling flight for the latter.

• **New Indiana Office** — Precision Extrusions, Inc., Bensenville, Ill., designers and manufacturers of extruded aluminum, have opened a new engineering, sales and service location at 6216 Carrollton Avenue, Indianapolis to serve all of Indiana.

• **Self-Guided Buses** — Chicago Transit Authority has successfully completed the first of a series of tests to determine feasibility of operating

(Continued on page 48)



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ILLINOIS BELL TELEPHONE



Architect's drawing of cooperative housing development for Groveland Park
Samuel Arthur Lichtmann, architect.

The Big Gap In Housing

By GEORGE H. DOVENMUEHLE

President, Dovenmuehle, Inc., Chairman, Urban Renewal Committee,
Chicago Association of Commerce and Industry

"I'M SORRY, sir, but I don't believe I'll be able to move with the firm — perhaps I'm missing the big opportunity of my life, but —" The young man hesitated before blurting out, "Well, I'm a family man and I just can't bring those kids up in some crummy city neighborhood where the apartments are real rats' nests — and I can't afford the cost of commuting, nor the time I'd have to spend riding back and forth — you see I'd like to spend that time with my family and — well, thanks, but I've looked around and — well, to tell the truth I've got a line on another job."

The executive looked pained. The young man speaking so earnestly was the third in as many weeks who had resigned for the same reason — the lack of suitable housing in the city to which the firm planned to move many of its major operations, along with the best personnel

in those operations. These three men, thoroughly trained in their jobs, would be difficult to replace. The executive wondered how many more resignations were in prospect — how handicapped the firm would be when the move finally was completed and the new facilities were opened.

His problem is one common to industrial and commercial organizations located in big cities all over the country . . . both those estab-

lished for many years in big cities and those opening branch plants or moving operations to big cities.

The best employes, those in the great *middle-income* group, have a tremendous housing problem, a problem which is a source of expense to employers as well as to employees.

Those in the lower income groups increasingly are finding suitable living quarters in public housing where there is a ceiling on the

amount a family may earn annually. The high income groups can select from a variety of so-called "luxury housing," with the best supply of new, high rise apartment units in Chicago's history. But little or nothing has been done about the housing problem of the families with an annual income of six to nine thousand dollars a year.

These people are faced with the choice of expensive commuting over long distances, or of living close to their jobs in the housing which they can afford — usually dilapidated housing in deteriorating neighborhoods. As a result, big-city firms often lose good employees to those with facilities in or near suburban communities.

This is a situation which many businessmen feel can be rectified — not with construction of public housing — but through private enterprise entering the field of middle-income housing with every expectation of making a reasonable profit.

However, private developers face the problem of finding land within city limits suitable for reconstruction at a price that will permit redevelopment for the middle-income families. Such locations must provide these families with parks, good schools, churches, and shopping as well as convenient transportation.

Obviously, close cooperation is necessary between the entrepreneur, city, state and federal governments, and industrial and commercial interests if private redevelopers are to build and plan these areas.

Tools For Slum Clearance

Noteworthy progress has been made in creating legislative tools for slum clearance and urban renewal. The job ahead lies in the wise and effective use of these tools. Next to the Mayor of the City, the Chicago Conservation Commission faces the biggest task in Chicago. The Commission is required to exercise the greatest ingenuity in planning to save what can be saved in neighborhoods threatened with deterioration. Probably there is no more frustrating job than the Commission's, because it must deal with the hopes and emotions of people. Many people oppose change in their old neighborhoods. They often are afraid of the influx of new people — which increases the Commission's problems, already huge because it must cope



George H. Dovenmuehle

with the building and planning mistakes of the past 100 years.

Private groups, cooperating with the Commission, face other problems. Once a suitable site has been found, the cost of demolition of outworn buildings cannot be absorbed by private interests. What is needed is government help in order to cut costs — a one time subsidy. In Germany, which faced tremendous reconstruction problems after the war, there is no public housing. It is all private housing built with the aid of a one-time subsidy for land clearance. There are parallels between the destruction wrought by the bombs of war and the blight caused by neglect, which provide a rationale for government subsidy for land clearance.

Once the land has been acquired, private redevelopers can do their job. However, they need help from labor and all facets of industry. Chicago is among the highest building cost areas in the nation which increases the necessity for careful planning and the use of every economy by private groups.

As an example of the kind of cooperation needed, the Flat Janitors' Union would need to correct pay schedules in order to give a more realistic approach to the cost of operating an economically designed building where little janitor work would be required. Each tenant would have his own automatic heating plant, and there would be little public space to be maintained by the janitor. There is reason to believe that the union will recognize

that such plans using labor-saving devices will save labor costs and that these savings should be passed on to the tenants.

The Urban Renewal Committee of the Chicago Association of Commerce and Industry and the Chicago Metropolitan Housing and Planning Council have reviewed several plans devised to meet the needs of the middle-income group. Both organizations believe that it is feasible to construct housing with one and two bedrooms which will rent at present day costs for about \$28 per room per month, with tenants paying for their own heat.

This would be cheaper than most suburban rentals, without the additional costs of commuting, and taxes would be no higher than in the suburbs.

Encouraged by these findings, a group of individuals — John W. Baird, Executive Vice President of Baird and Warner; Howard E. Green, President of the Great Lakes Mortgage Corporation; Ferd Kramer, President of Draper and Kramer; and the author of this article — have proposed to the Chicago Conservation Commission the purchase of two locations in the Hyde Park area on which would be constructed middle-income housing at about the rent scale suggested. On one site, 50 units would be built and on the other 55.

Cooperative Basis

This group also proposes to build similar housing on land in another area owned by the Land Clearance Commission and demonstrate the practicality of selling such property on a cooperative basis. Here 72 units would be constructed.

Although the cooperative method of owning moderately-priced housing is used all over the world, it is rarely used in Chicago.

Many people do not like to buy from plans, simply because they cannot envision the finished housing. This group proposes to show prospects completed units, giving them confidence in getting what they expect, including neighbors in their same economic and social strata.

This group believes in the profit motive and hopes to make a reasonable profit on the projects. However, it does have another objective — that of demonstrating clearly to other

(Continued on page 39).

Chicago's Fight For More Water

Crucial two-front battle for lake purity and sanitation and flow of the waterway

By **PRESTON PEDEN**

Director, Governmental Affairs Division,
Chicago Association of Commerce and Industry

TCAN happen here in Chicago. Lake waters can become so polluted that beaches must be closed. Drinking water can become so tainted with purifying chemicals that it is unpalatable.

Navigation can be so restricted that booming inland waterway commerce will dwindle to a trickle and many of the Seaway-waterway benefits the entire midwest anticipates will never come to pass.

It HAS happened elsewhere.

Of all major Great Lakes Cities, only Chicago and Erie, Pa., have not surrendered beaches to pollution. Milwaukee was forced to close seven public beaches in mid-August. Cleveland discourages bathing, Rochester and Buffalo have given up.

It not only can but will happen here, if six Great Lakes States successfully foist the same kind of troubles their major cities have suffered for years upon the City of Chicago.

Current Litigation

Here's the background of current litigation which vitally affects everyone who lives, works and plays in the Metropolitan Chicago area.

Utterly disregarding fluctuations of over five feet in the level of Lake Michigan, entirely from natural causes, the six states have sued Illinois and the Chicago Sanitary District in the United States Supreme Court in an effort to raise the Lake Michigan water level by less than two inches.

The complaining states would achieve this minimal increase by forcing Chicago to dump its sewage effluent back into Lake Michigan, instead of down the Illinois Waterway as it has for sixty years.

Success for the complaining states in this lawsuit will result in the pollution of Chicago's water supply and beaches, and in restriction of navigation over inland waterways from Chicago to the Gulf of Mexico.

The increase in diversion which Chicago has been seeking in Congress is very important.

It is even more important to defeat the present attempt by neighboring states to reduce diversion through the Supreme Court.

The Metropolitan Sanitary District of Greater Chicago has already expended over 300 million dollars in constructing sewage and treatment works to conform with the Supreme Court's decree of 1930 and in reliance on the Court's authorization for discharging the sewage effluent into the Illinois Waterway. To reverse this procedure now and return the effluent to Lake Michigan would probably cost the Sanitary District and its taxpayers over 300 million dollars more.

Lake diversion has been a sanitary problem since 1899 and in addition a navigational necessity for the Illinois Waterway since it was created and federalized in 1933. Sixty years ago, in order to eliminate pollution of Chicago's water supply, the flow of the Chicago River was reversed and raw sewage was dumped into the river and the Chicago Sanitary and Ship Canal, which carried it to the Des Plaines River. This raw sewage was diluted with increasing amounts of fresh water from Lake Michigan, reaching a maximum of about 10,000 c.f.s. (cubic feet per second).

In 1922 Wisconsin filed suit in the United States Supreme Court to enjoin the diversion. Wisconsin was later joined by Michigan, Minnesota,



Preston Peden

Ohio, Pennsylvania and New York. The Court found that the diversion was causing a reduction of approximately six inches in the levels of Lake Michigan and by its decree on April 21, 1930 required progressive reduction of the diversion to a low to be achieved by 1938. The diversion finally authorized was an annual average direct diversion of 1500 c.f.s. in addition to domestic pumpage of about 1700 c.f.s. Domestic pumpage is water extracted for personal, commercial and industrial uses.

Court's Purposes

The Court's purpose in permitting the 1500 c.f.s. direct diversion was to dilute the sewage effluent and preserve the Chicago River from nuisance conditions. In fact, the Lake States in 1930 asked the Court to order the effluent from sewage treatment returned to the Lake but the Court refused to do so. That request has now been renewed.

In its 1930 decree the Court retained jurisdiction of the case and said the decree might be reopened if the water drawn for domestic pumpage became excessive. Domestic pumpage at the time was 1700 c.f.s. In 1958, it was only 1760 c.f.s. and has never exceeded an annual average of 1805 c.f.s., though in 1930 very

(Continued on page 35)



Team Bidding For Defense Dollars

INDUSTRY in the Chicago Metropolitan Area could realize many millions of dollars in new business if the outstanding capabilities of Chicago's manufacturers were teamed for military and defense production.

This is the opinion of members of the Industrial Development Committee of the Chicago Association of Commerce and Industry following conferences held with representatives of military procurement.

Acting as a catalyst to bring interested manufacturers together to develop ways and means of attracting additional defense projects to Chicago, the Committee has been holding a series of preliminary meetings to explore the concept of "Team Bidding" on government contracts. Additional meetings are planned, according to Thomas G. Ayers, the Association's Vice President for Industrial Development. Announcement of dates will be made early this Fall.

In answer to questions in a preliminary meeting, an invited military representative, Col. Donald M. Wright, Chief of the Chicago Air Procurement District, said that while

By BEV DEAN

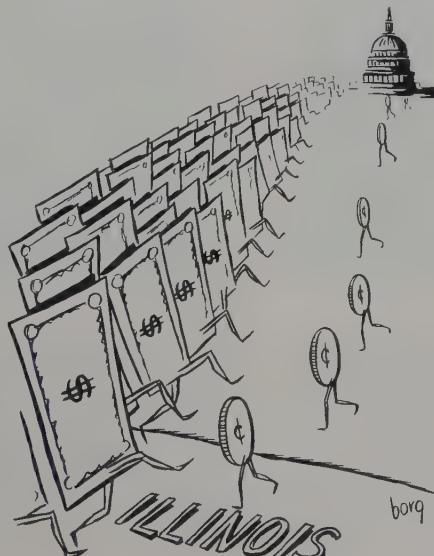
there are some exceptions in the Metropolitan Area, the participation of Chicago business in defense production generally is declining and probably will decline further in the years ahead unless ways and means are found to team the superlative facilities and capabilities of Chicago manufacturers.

At stake is considerably more than the loss of billions of dollars in military and defense production, Col. Wright said. Development of commercial enterprises often stems from experience in defense projects. Outstanding examples are commercial development of atomic energy and jet aircraft. Firms with experience, background and facilities gained as the result of being awarded defense contracts are reaping the commercial harvest.

The necessity for Chicago manufacturers to team facilities for defense contract bidding results from the Weapons Systems Concept of the Armed Forces and the method of Major Sub-systems bidding. Under the Weapons System Concept, an entire project is awarded to the successful bidder. In Major Sub-systems bidding, the bidder is responsible for all components of — as the name indicates—a major sub-system within a complete military project.

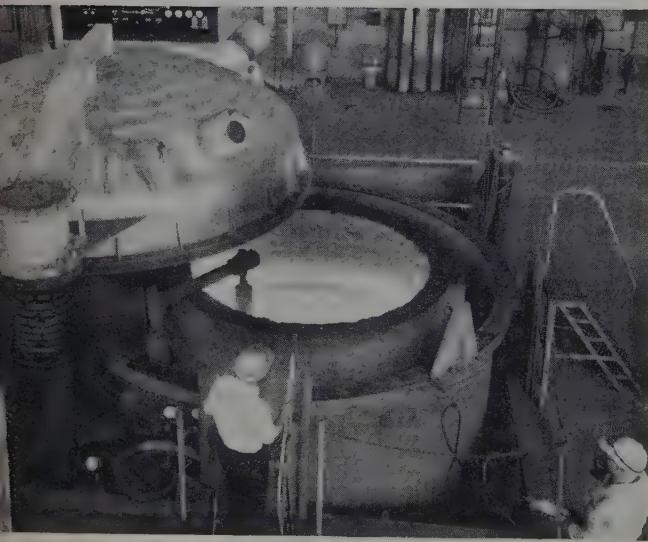
Chicago has comparatively few firms which could handle an entire project under the Weapons Systems Concept — and none comparable to such organizations as Convair on the

(Continued on page 30)





One new way of transportation—the St. Lawrence Seaway — became the avenue of travel for a second new system of transportation — the "moving sidewalk" — when Nordlake Line's S.S. Kaarina steamed away from Navy Pier bound for Europe with the first passenger conveyor belt system scheduled for installation outside the United States. The system, designed by Stephens-Adamson Mfg. Co., Aurora, Illinois, is equipped with a special belt made by Goodyear Tire and Rubber Co. It will be installed in the new Innovation Department Store, Lucerne, Switzerland. It will carry up to 7,200 passengers an hour between basement and main floor



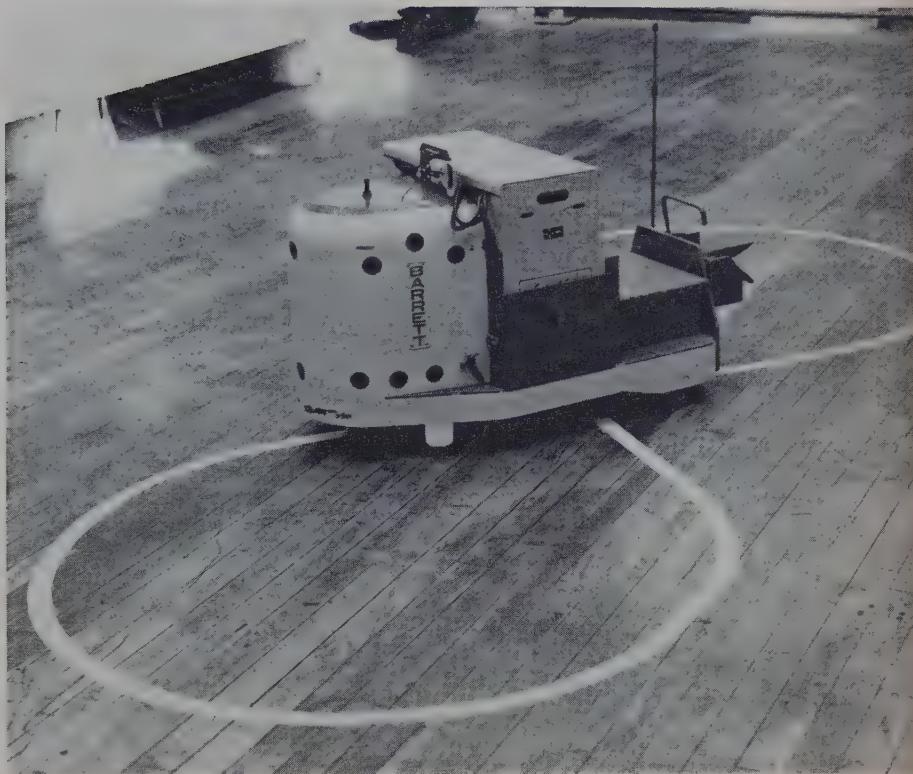
In order to produce a cleaner, tougher steel for forgings and die-blocks, A. Finkl & Sons Company, Chicago, developed a new ladle degassing process. The illustration shows the quiet surface of the steel in the ladle after vacuum degassing by the new process, which takes about 12 minutes with the steel at a temperature of 3,000 degrees. The steel is purged by helium injected to increase turbulence to bring more steel to the surface. Helium also acts as a scavenger to increase the amount of hydrogen and other gasses removed. More than 60 per cent of hydrogen content is removed by the Finkl process



Nearly ten thousand shares in Universal Oil Products Company stock were traded in the first month it was listed on the Midwest Stock Exchange. As trading began August 3, present were (l to r) James E. Day, Midwest president; Frank E. Rogers, co-specialist in the stock; David W. Harris, Universal board chairman and Maynard P. Venema, Universal president. Universal is a leading research and development organization supplying a variety of services and products to petroleum and petrochemical industries. The forty-year-old company has been publicly owned only since February. Headquarters of UOP are in Des Plaines, Illinois

Business Highlights

Robots with ability to lift a half ton of dead weight or to repair delicate machinery are being developed by nuclear and research specialists of the Babcock & Wilcox Company for work in radioactive areas dangerous to humans. The atomats were developed for use with a new type reactor for the U. S. Atomic Energy Commission. The basic robot component is a Barrett Radox Radio-Remote controlled tractor manufactured by the Barrett-Cravens Co., Northbrook, Illinois. By means of radio waves emitted from a simple control box operated at a distance, the tractor can be made to start, stop or reverse direction of travel while the operator remains behind a protective wall.



Construction of a \$20 million 20-story skyscraper by the Hartford Fire Insurance Company was announced at a press conference in the office of the Mayor of the City of Chicago. At the conference were (l to r) Burton Rubloff, Vice President, Arthur Rubloff & Co.; Thomas H. Coulter, Chief Executive Officer, the Chicago Association of Commerce and Industry; Mayor Richard J. Daley and James F. Keating, Vice President and Secretary of Hartford. Construction is under way on the city block bounded by Wacker Drive, Adams Street, Monroe Street and the Chicago River with completion expected by January, 1961.



In recognition of "its continuing crusade to arouse an apathetic public to the dangers of inflation," the Chicago Tribune has been presented with the American Legion's new Mercury Award. Hal Foust (l) accepted the award for managing editor W. D. Maxwell from American Legion National Commander Preston Moore August 25 at the veterans' 41st national convention in Minneapolis. Purpose of the award, according to Moore, is to express appreciation to individuals or organizations making outstanding contributions to the preservation of the American way of life through the field of communications.

World Trade Boom Ahead!

By ARNO H. JOHNSON

Vice President and Senior Economist
J. Walter Thompson Company

Rising standard of living throughout the free world
is building new opportunities for international trade

We are on the verge of a world trade boom which could show a velocity of change beyond anything we have experienced. Chicago and Mid-America are fortunate, indeed, to be in the new position for direct overseas shipping service and at the crossroads for the new era of jet transport. The probable rapid advance in world trade and travel in the next ten years can contribute greatly to the prosperity and growth of Mid-America.

Rapid changes in the standard of living of mass millions of population throughout the free world are building new pressures and opportunities for expansion of trade and travel.

It is improvement in the standard



Arno H. Johnson

of living that makes markets—both domestically and internationally. History shows that the growth of

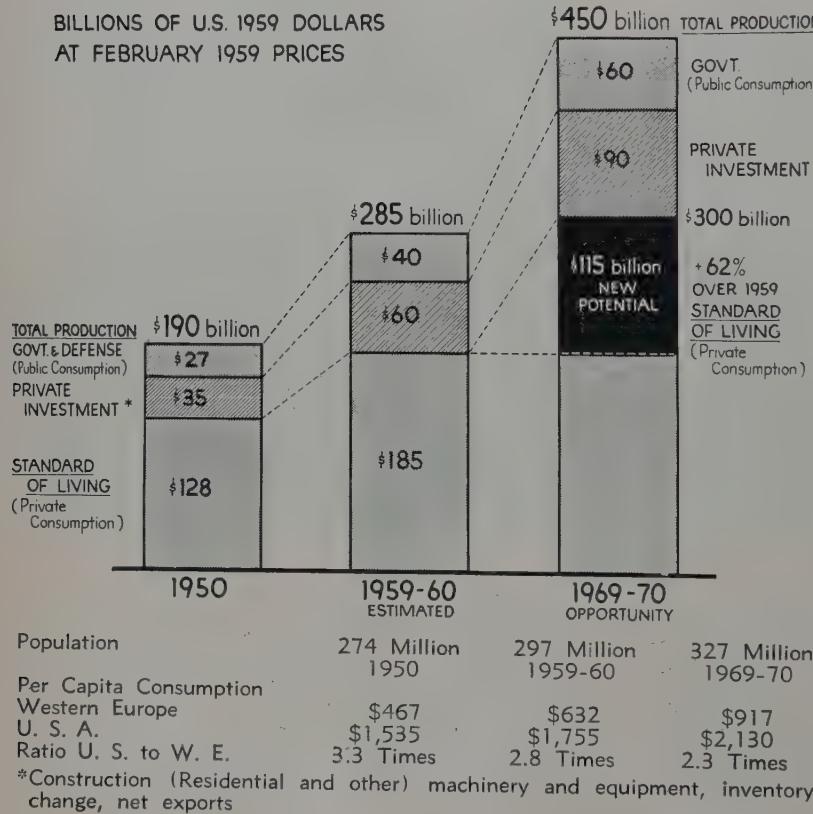
world trade as well as travel is closely related to rising living standards. And potential increases in these standards in turn are related closely to productivity and improvements in the level of education. In most of the nations, where freedom of initiative is allowed, there is today, growing evidence of rapidly increasing productivity and rising levels of education of the masses of population which should encourage substantial increases in trade and travel over the next decade.

A measure of the probable velocity of this expansion in world trade can be shown by projecting, as an example, the opportunity for growth in the total market for consumer goods and services in Western Europe and the United States by 1969.

Because of probable changes in the standard of living of the population of Western Europe in the next ten years the Western Europe total market for consumer goods and services should grow to over \$300 billion compared with a level of about \$185 billion now. That's an expansion of \$115 billion or 62% by 1969. United States products have an opportunity to share in this expanded market both through direct export and through investment in production in these growing markets.

I. WESTERN EUROPE (O.E.E.C. MEMBERS) STANDARD OF LIVING POSSIBILITY

BILLIONS OF U.S. 1959 DOLLARS
AT FEBRUARY 1959 PRICES



Total Production

By 1969-70 total production of goods and services in Western Europe (Organization For European Economic Cooperation member countries combined) should grow to over \$450 billion—in terms of U. S. dollars, at February 1959 prices and exchange rates. This compares with a level of about \$190 billion in 1950, in terms of 1959 prices. See Chart No. 1.

This velocity of growth in standard of living in Western Europe will mean rapid changes in markets

and in purchasing habits and consumption desires of the people there. These changes could have an even more rapid impact on world trade. The standard of living in Western Europe is expected to improve more rapidly than the U. S.—but from a lower base.

In addition, the probable expansion of private investment—plant, equipment, construction, etc.—from \$60 billion annually in 1959-60 to over \$90 billion annually ten years from now can mean increased markets for United States industrial goods—and for United States investments.

Over many years, U. S. industry has developed techniques which up to now have been suitable only for the large American market. Now these are being transplanted to Europe.

American "Know How"

Thus the rise in living standards envisioned in Western Europe will include a good dose of American "know-how," mass production, even products developed by U. S. companies. And competition from U. S. companies will play a role in spurring the growth of effective competition inside Europe. As such, it is not just a case of U. S. investment being attracted to the Common Market and Western Europe. Such investment can also make a significant contribution to the success of the Common Market and to future European growth and prosperity.

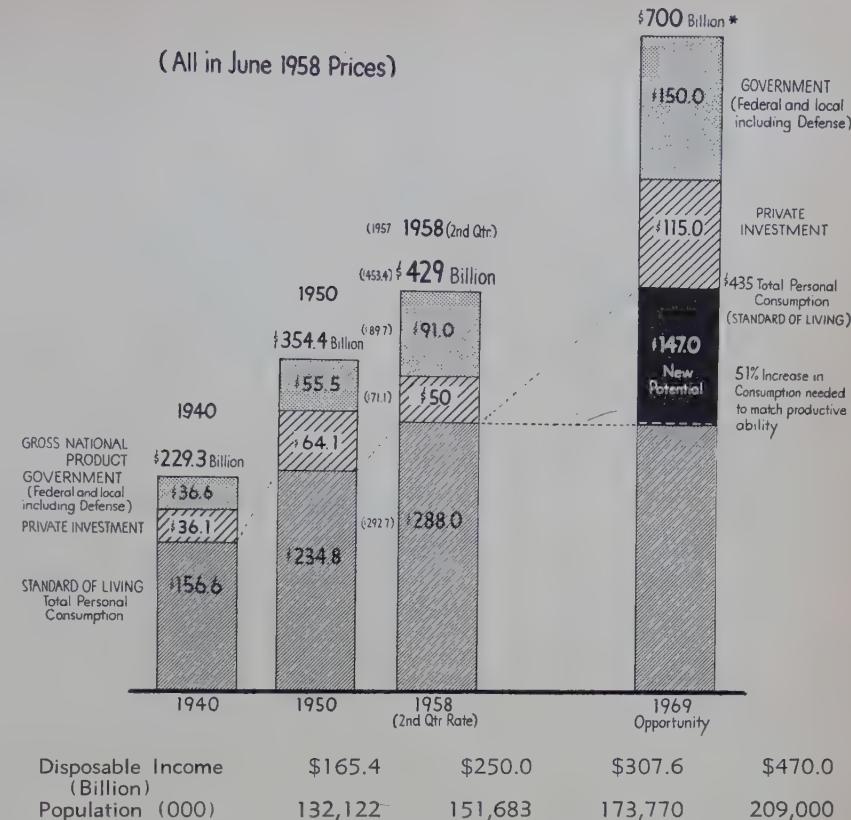
Changes in the standard of living in the United States also will have an important impact on total world trade and travel.

In ten years—by 1969—productive ability in the United States should grow to over \$700 billion as a minimum. To support this level of production will require a 51% expansion in the consumer market in the United States—from personal consumption expenditures of \$288 billion (second quarter 1958) to \$435 billion by 1969. See Chart No. 2.

\$700 billion by 1969 is a conservative measure of our productive ability since it allows only for an increase of 1.7% per year in population plus a gain of 2.0% per year in per capita productivity—well below the rate we have demonstrated since prewar. Actually, in the 17 years between 1940 and 1957, total physical production per capita (in

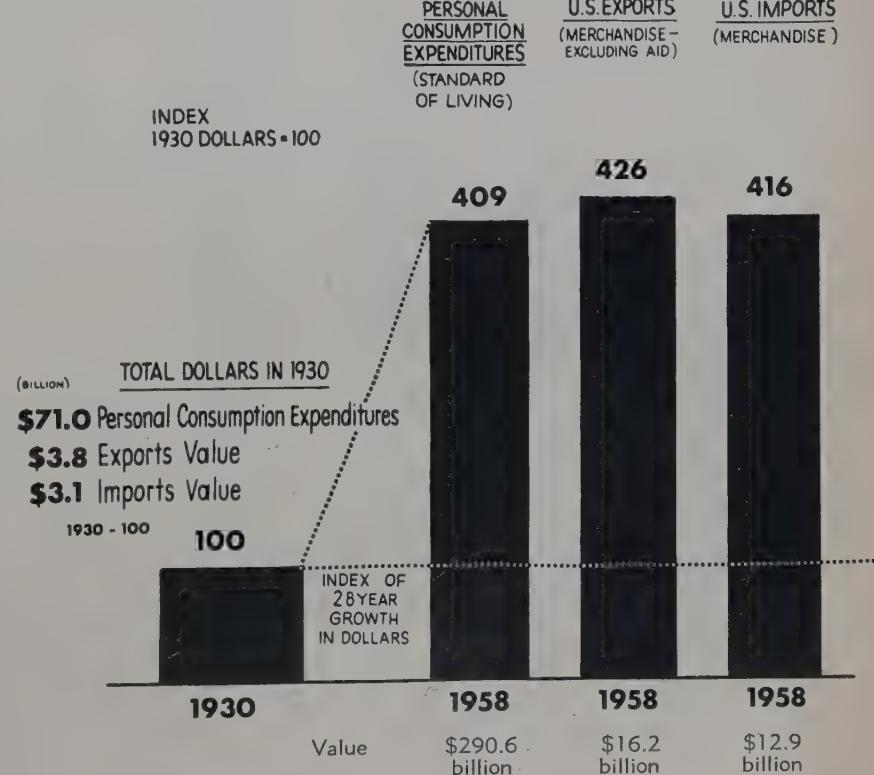
II. OPPORTUNITY FOR HIGHER LIVING STANDARDS IN U.S.

(All in June 1958 Prices)



*Based on Population Growth of 1.7% per year and minimum increase in production per capita of 2% per year. (In 17 years Real production per capita grew 2 1/2% per year—1940-1957. If that 17 year rate were applied, the potential production in 1969 could reach \$745 billion at 1958 prices.)

III. GROWTH OF U.S. WORLD TRADE PARALLEL RISE IN STANDARD OF LIVING



terms of constant dollars) increased by 52% or about 2½% per year. In fact, the Rockefeller Brothers Fund report of April 1958, set as a desirable goal for 1967 a total production of \$707 billion, with personal consumption at \$431 billion in 1957 prices. So \$700 billion for 1969 (two years later and in 1958 prices) should be looked upon as a minimum level for long-range planning. **FORTUNE** Magazine puts the probable production figure at \$750 billion by 1970.

So, by 1969, the U. S. market for consumer goods and services should expand by over \$147 billion—from \$288 billion in mid-1958 to over \$435 billion of personal consumption by 1969.

Potential Growth

The potential growth in living standards in the United States and Western Europe alone should add about \$262 billion to the annual level of personal consumption in these two areas (\$147 billion additional in the United States and \$115 billion additional in Western Europe). These increases in standard of

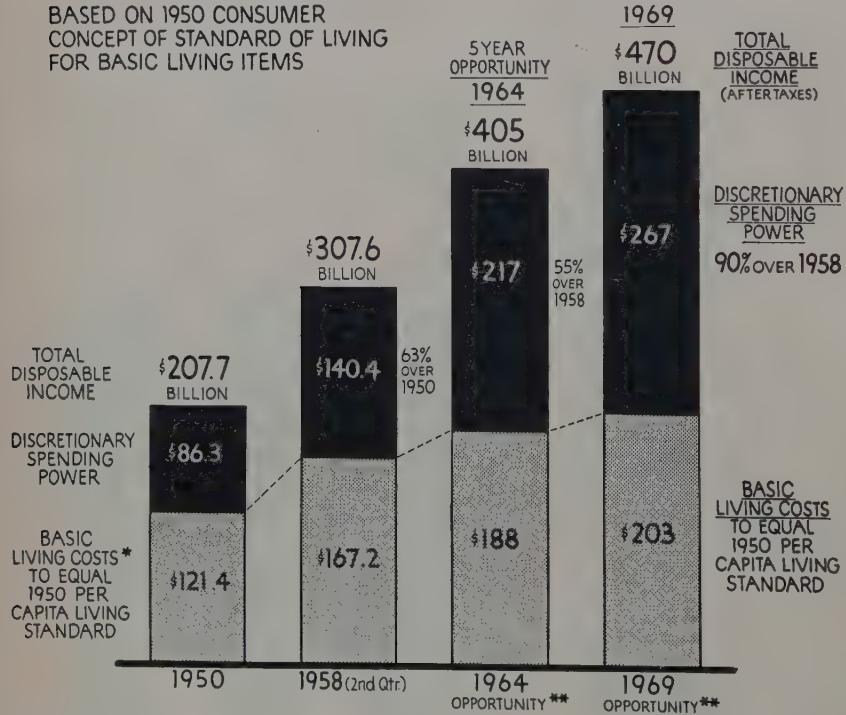
living should bring about even greater increases percentagewise in trade because history shows world trade is quickly stimulated by increases in living standards.

In the last 28 years from 1930 to 1958, for example, the growth of U. S. world trade has paralleled closely the rise in our own standard of living. See Chart No. 3, page 21.

As shown in this chart, the standard of living in the United States in 1958, as measured by personal consumption expenditures, was over four times the 1930 level. So also, in the same period of time, United States *exports* of merchandise grew $4\frac{1}{4}$ times and *imports* of merchandise grew over four times. This parallel rise in the standard of living and world trade of the United States has had an important impact on living standards and trade of other major countries in the world. With an increase in living standards the United States expanded even more rapidly as a market for the goods of other countries. Now there is an opportunity for a further rapid surge upward in consumption in the United States which can greatly broaden this area as a market.

IV. OPPORTUNITY FOR DISCRETIONARY SPENDING POWER GROWTH

BASED ON 1950 CONSUMER
CONCEPT OF STANDARD OF LIVING
FOR BASIC LIVING ITEMS



The impact of an increase in living standards on trade is illustrated also by the experience in Western Europe since 1950.

Between 1950 and 1957 total private consumption in O.E.E.C. member countries (in constant dollars at 1954 prices) increased 32%. In the same period trade increased over twice as fast as the standard of living—total imports increased 70% and total exports increased 73%.

Approximately half of the total import and export trade of those Western European countries is intra-O.E.E.C. Between 1950 and 1955 this trade between these nations increased 56% while net exports to areas outside O.E.E.C. increased 47%, net imports increased 41% and the total private consumption increased 22%—all in constant dollars. So both internal trade and foreign trade rose rapidly as the standard of living expanded.

Discretionary Spending Power

An important factor in changing and expanding the trade and travel potential is the rapid growth in *discretionary spending power* of the United States population resulting from *increased productivity* per capita. See Chart No. 4.

This chart shows that discretionary spending power grew 63% between 1950 and 1958. It could grow another 90% to an impressive total of about \$267 billion by 1969 if we reach our minimum production opportunity of \$700 billion and succeed in keeping consumer prices reasonably near the present range with an index not over 125.

Discretionary spending power is defined here as the surplus spending power over and above what would be required to supply the same per capita standard of living for the basic necessities of food, clothing, and shelter as equivalent to the 1950 actual standard of living after taking into account present prices. The discretionary spending power just since 1950 has increased from 42% of total disposable income after taxes to 46% in 1958, and by 1969 its share of the greatly increased income could grow to 57%!

That means that families moving up to better income groups could take on the greater physical consumption of services such as travel, for example, that was found prewar.

(Continued on page 26)



Standard Oil Dealers throughout Mid-America offer you a new kind of Travel Information Service

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BETTMANN AR

Who are the men behind your dollars?

On every piece of U. S. currency, you'll find the portrait of a man.

But to most companies, it's not the man *on* the dollar that counts. It's the men *behind* the dollars. For without the right men, no business can prosper.

Who are the men *behind* your dollars?

Are they just the men in your company? Probably not. Today, no business is an island within itself.

And that's why so many seek their "outside help" from the Continental. For the men of the Continental know that money isn't always the answer to a business problem.

To help our customers grow and to make money, we often help solve problems in markets, materials, manpower, even mergers and acquisitions.

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World Trade Boom Ahead!

(Continued from page 22)

in similar income groups if they desired. The additional purchasing power is there even with higher prices, but the interest and desire have to be created.

With increased productivity in Western Europe similar rapid increases in discretionary spending power can be expected there which can make possible an upgrading of diets, health and demand for convenience products. In Europe as well

as in the United States there will be vast shifts of millions of families into better income groups making possible a rapidly changing pattern of consumption.

As these families move up from one income class to the next, they could represent substantially increased markets for goods, services, and investments if only they were to take on the habits and desires of the income group into which they



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move. This is true even though tax and the cost of living have increased.

A U. S. government survey, released in 1956, shows how travel expenditures, in 1950, varied by families in different income groups. This covers all travel outside of home city, excluding auto expenses. It showed that, in 1950, once family income got above \$4,000, expenditures for travel stepped up very rapidly with families in the income group above \$7,500 spending 4 1/4 times as much as the average family.

These millions of families moving up into incomes above \$5,000 could greatly expand the total travel market if they were to take on the same ideas, desires, and habits of travel that existed in similar income groups in 1950. This won't happen automatically since people moving up from lower income groups have to be educated to the advantages of travel, particularly foreign travel, through advertising and selling.

However, the potential for foreign travel has been greatly expanded in the last few years and can be tapped by lower fares, the pay-later plan, jet transport, and aggressive promotion. And this broadening of travel will stimulate trade and higher levels of living both for the United States and the other free nations of the world.

Foreign Travel

Foreign travel potential by United States residents, for example, can be expected to grow about four times as rapidly as the total standard of living.

With a potential further increase of over 50% in the United States standard of living by 1969, millions of families will move into income groups where they could well afford foreign travel if they *wanted* to do so. On the basis of 1950-1958 experience this further growth in standard of living conservatively could increase the number of overseas travelers threefold— to over 4 1/2 million compared with the 1 1/2 million in 1958. Even without any increase in average expenditure per traveler that would mean an expansion of the foreign travel expenditures to over \$6 1/2 billion.

Only a third of the 50% increase in personal consumption potential in the next ten years, in the United States, can come about through growth in population. The other

wo-thirds must come about through change in the basic standard of living of our population which means the building of new concepts—an upgrading of diets, new concepts of what to do with leisure time, new concepts of housing and home life, new concepts of health, education, and religious activities and of all the things we count as advances in living standards.

This means not just the material things that so often are considered the measurement of living standards—the automobile, electrical equipment and other durable consumer goods that represent only 13% of the total consumer purchases—but it means improved health, recreation, travel, conveniences and services, also.

The food market, in particular, can expand rapidly with the growth of our economy and change in character through improved products and upgraded diets if the "Habit Lag" is overcome by education and promotion.

Consumption habits and desires do not change automatically with changes in income. There is a "Habit Lag." This is natural because habits, likes and motives are the

result of past experiences built around a lifetime of training and a concept of a standard of living quite different from what now is possible. This "Habit Lag" is found in all types of items that make up an advancing standard of living—from food to appliances or automobiles.

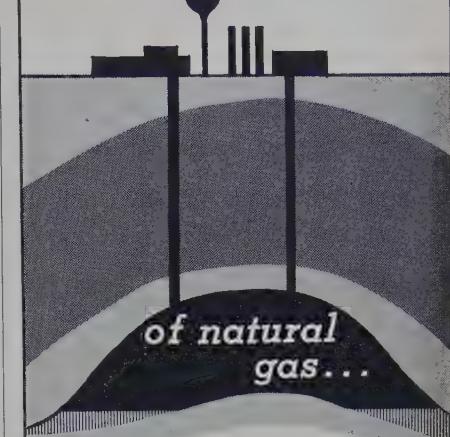
This movement upward in income groups through increased productivity can make possible a rapid surge upward in our standard of living as people are educated through advertising to take on the different concepts and consumption patterns of the better income groups.

Food sales to consumers in the United States should expand by over 60% within the next ten years—from the present level of about \$72 billion to over \$115 billion by 1969—in order to keep up with the potential expansion in our standard of living during this next decade.

This potential market for food would exist if food products continued their postwar trend in share of total personal consumption expenditures. And this upgrading of American food habits could open greatly expanded markets for food specialties from abroad.

A Census Bureau analysis of fam-

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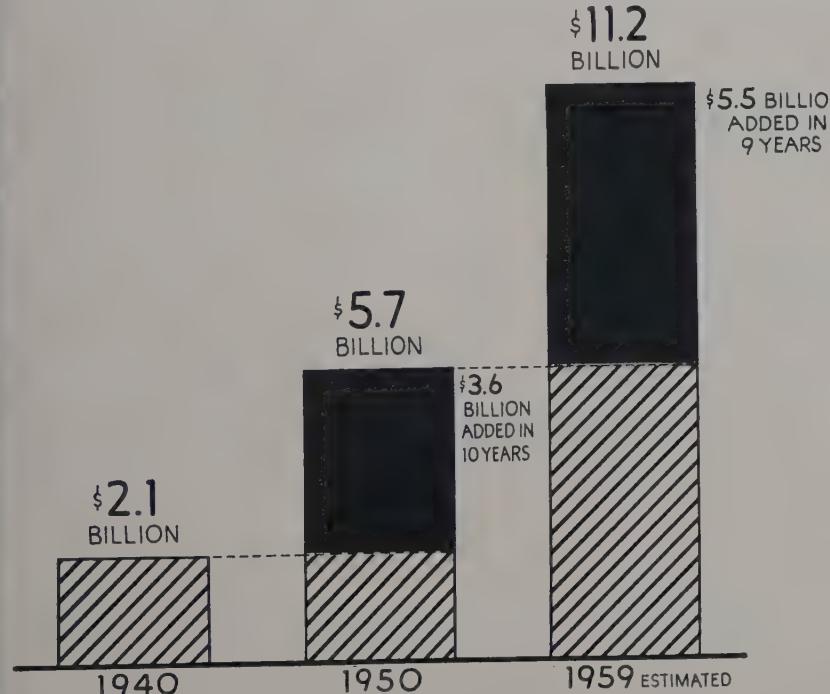
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V. HOW TOTAL ADVERTISING INFLUENCE ON U.S. CONSUMER HAS INCREASED



	1940	1950	1959
Advertising	\$1.2 billion	\$3.3 billion	\$6.8 billion
National	\$0.9 billion	\$2.4 billion	\$4.4 billion
Local			
Total	\$2.1 billion	\$5.7 billion	\$11.2 billion
Population (July 1)	132 million	152 million	177 million
\$ per capita	\$16	\$38	\$63

ily income in 1956 related to the education of the head of the family indicated that education is an important factor in America's increased productive ability—since, by and large, income received must bear some relationship to one's contribution in total production. On the average the family income in 1956 stepped up with each step up in level of education.

Families headed by those with four years of high school enjoyed incomes 83% higher than families headed by a person with less than eight years of elementary school. And families where the head received five or more years of college training had incomes averaging 50% above the high school graduate.

This rapid increase in proportion of our population with high school or college educations will continue over the next ten years.

In like manner, the trend to wide expansion in education in other countries suggests an added stimulus to production, with acceleration in improving living standards and the potential of increased consumption and increased world trade.

An indication of this influence of

education on communication is a comparison of what has happened in the United States in the seven-years—1950 to 1957—in terms of education and circulation of magazines and Sunday gravure sections. In that seven-year period there was a growth of 8% in our total population 14 years and over. As compared with this growth of 8%, the number of high school graduates in our population, 14 years of age and over, increased 27% or 3½ times as rapidly as population; and the college graduate total increased 32% or four times as fast as the population.

Daily Circulation

While the circulation of daily papers kept pace with the population growth (of those 14 years old and over), the circulation of Sunday gravure sections increased more nearly in line with education—that is 24%, and circulation of magazines had a similar increase—approximately 23%. It is significant that this rapid growth in circulation of magazines and Sunday gravure sections took place during the mushrooming growth of television ownership.

ship and viewing in American homes.

These changes in education levels and in communication through expansion of reading and viewing TV and of listening to radio can be an important influence on markets through the acceptance or the desire for a better standard of living. Consumers will be quicker to recognize and reach for improvements in products, in packaging, and in convenience.

Similar rapid changes in communication and education are evident in much of Western Europe which will aid in expanding this market through speeding up changes in ways of living.

There is a trend toward increased home and family life in America that points to pressures for substantial improvement in living standards. Similar trends are appearing in Western Europe.

Both trade and travel have an important stake in the world-wide opportunities for increased standards of living, for both trade and travel tend to increase more rapidly than the increase in the over-all consumer purchases.

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The change toward family living, even since 1947, is reflected in the trend of consumer expenditures. Those items having to do with family living have gone up since 1947 considerably more than average whereas expenditures for other types of items like spectator amusements have declined even though purchasing power is much higher.

In the ten-year period 1947-1957 consumer expenditures for household electricity, gas, and telephone increased over twice as fast as the total standard of living purchases. In contrast with a 72% increase in total consumer purchases of goods and services the consumer expenditures for electricity increased 177%, for gas 172%, and for telephone 156%. So did expenditures for owner-occupied housing, user-operated transportation, travel, health, and private education increase rapidly. All this is a further manifestation of the trend to home and family life in America.

Recreation Activities

Leisure time available for home and travel and recreation activities has more than doubled in the last ten years. Total weeks of vacation of workers jumped from 34.4 million weeks in 1946 to 70.0 million weeks in 1956. It was estimated that 85% of vacations in 1956 were with pay.

With the growth in productive ability and the need for expanded demand to utilize this productive ability, there has developed an increasing recognition of the educational value and sales stimulus of advertising in both the United States and Western Europe. As people move up in income groups through increased productivity they do not automatically take on the same concepts of a standard of living as those who already are in these better income groups. There is a "Habit Lag" based on past training and experience or often "class" barriers. Advertising is a powerful force in overcoming or shortening this "Habit Lag."

The velocity with which this advertising influence on consumers in the United States has been increased since before the war is shown by the estimates of total investment in advertising. See Chart No. 5.

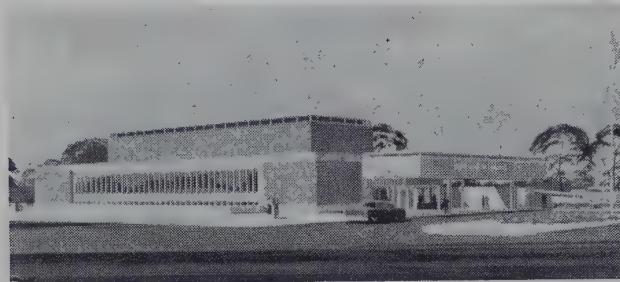
In relation to the standard of living (total consumer expenditures for all goods and services) advertising

influence increased from 2.9% in 1950 to 3.7% in 1957.

While both industry and services have an opportunity for substantial growth in their markets, they face greatly increased competition. With the increased share of the consumers' income in the form of discretionary spending power, competition for the consumers' choice is broadened. It goes beyond just brand versus brand or competing services within a classification. It will include competition between whole product classes or with entirely different interests and services such as travel.

To sell the volume of goods and services necessary to support a \$700 billion level of production by 1969-70 in the United States could well require from \$17 billion to \$22 billion of total advertising—or nearly double the present! That would represent between 4% to 5% of the standard of living, measured by personal consumption of \$435 billion.

Likewise, to develop the 62% higher standard of living in ten years, that productivity trends indicated should be the minimum goal for Western Europe by 1969-70, may point to the need for total advertis-



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Cordially,
Lambert Bere'
President



STATE BANK OF CLEARING

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ing in Western Europe to expand to \$12 billion to \$15 billion in terms of equivalent United States dollars! That would represent between 4% to 5% of the potential new standard of living measured by personal consumption of \$300 billion in O.E.E.C. member countries.

This probable velocity of change

in living standards in the United States and Western Europe can mean a world trade boom. The Common Market is a step in recognition of these pressures for improvement in living standards and the interdependence of living standards and world trade.

Team Bidding For Defense Dollars

(Continued from page 17)

West Coast, which has so many divisions that it is diversified enough in its production to undertake a complete project. Bidding on major subsystems could be done by any of several local manufacturers — or by a Chicago team.

The United States Air Force has announced its intention to reach the moon by 1968. A tremendous amount

of advance research is involved in such programs. By teaming, Chicago industry might well cash in on this program. It has been estimated that 20 billion dollars may be expended for ground handling equipment alone. Thus the project is not solely concerned with fuels, propulsion and space ships — but with many items which will never get off the ground

. . . items which Chicago manufacturers as individuals or teams might well produce.

While no one can forecast what civilian by-products might be forthcoming as the result of space research and production, commercial applications are sure to follow, just as the Boeing 707 was developed for civilian use as the result of early military jet research.

At least one firm has already envisioned a commercial application for satellites in outer space. McKay Radio, following the broadcast of President Eisenhower's Christmas message from a satellite last year, promptly sought a FCC license for multi-channel satellite radio facilities to relay messages around the globe.

Chicago and the State of Illinois are not alone in losing their share of defense production. New York State has become very concerned about a like trend. These are the words of New York Senator Kenneth Keating (R.) to the Senate last June:

"For every dollar contributed by the California taxpayer to pay the cost of the defense procurement program, the state gets back \$2.70 in defense contracts. For every dollar contributed by the New York taxpayer, New York state gets back in defense work a paltry 64 cents. It is patently apparent that the senators from California are completely satisfied with the status quo."

Shift of Business

Keating's acid comments came during a Senate controversy between New York's 44-member congressional delegation and California congressmen over the shift from the West Coast of aircraft and missile business to certain eastern areas of acute unemployment. The shift principally has been to the New England Area, where the loss of many manufacturers through transfer to other sections of the country forced the active seeking of new industries, particularly in the electronics and aeronautics fields.

Illinois, perhaps, has more reason than New York to be alarmed by decline in total defense prime contracts. In 1951 and 1952, Illinois had 5.4 per cent of the total. In 1957 and 1958, only 2.8 per cent. Further, Illinois taxpayers in 1958 contributed more than three and a half billion dollars to defense and in turn re-



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An exhibit to bring together prime and sub-contractors and Department of Defense and other Federal buyers to be held in Memorial Coliseum, Fort Wayne, Indiana Sept. 23 through 25 should be of particular interest to manufacturers of the Chicago area contemplating bidding for defense contracts, according to Armed Forces procurement personnel.

The Great Lakes Exhibit of Business Opportunities will feature displays by industry from the five state area of Indiana, Michigan, Ohio, Illinois and Kentucky as well as by various branches of the Armed Forces and other Governmental Agencies. Representatives of the Armed Forces will welcome manufacturers at their respective exhibits and will give information about current procurement solicitations and opportunities. Several major suppliers from both large and small business also have scheduled exhibits.

ceived only a little more than \$577 million in defense contracts. Thus for every dollar expended by Illinois taxpayers for defense, the state is receiving contracts of only 16.4 cents. To date, little concern has been expressed by spokesmen for Illinois.

The concern of New York state over its decline in defense prime contracts is being expressed in concrete action. According to Senator Jacob Javits (R.), New York interests are working in a united campaign for defense business. He said: "Businessmen are sharpening their pencils to compete. We have talked to the trade unions and we frankly told them they have a partnership interest in seeing to it that the people they work for are able to compete. And we, members of Congress, are spending far more time talking to the defense officials than we are in speaking for our legislative proposal (regarding defense contracts) so that we will have a better break, if we earn it."

Javits believes that the reason New York's share of the total dollar volume of defense prime contracts has decreased from 18 to 11 per cent

(Continued on page 38)

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This big Chicago bowling emporium had to heat, cool and ventilate 347,985 cu. ft. of first floor space, *plus* a basement banquet hall and office wing. Heat loss load was estimated at 1,500,000 Btu (two-thirds of it to meet code requirements for ventilating).

Thousands of people were to enter and leave this building. The constantly changing atmosphere would have made conventional central heating systems inefficient and uneconomical, with the heating, cooling and ventilating elements often working against one another. This would result in excessive heat loss to the outside and constant operation.

How to heat economically within the code and have an efficient system flexible enough to handle this unstable atmospheric condition?

THE SOLUTION:

Eight 10-ton heat pumps, ingeniously installed, did the job.

The primary advantage of the heat pumps was this: they could work together or independently without working against one another. And they were easy to control. Groups of them could be controlled by a simple gang switch, or they could be controlled separately.

By installing them in such a way that each controlled a "zone" of the building, it was possible to (1) exercise instant control over the atmosphere of the entire building, and (2) heat, cool or ventilate different parts of the building separately and at the same time.

The only space taken by the heat pumps was the gap between the 9-foot ceilings and the roof. Their compressors and condensers were mounted on the roof. Not one square

foot of valuable commercial space was lost!

By also using the ceiling-to-roof space as a plenum for the exhaust system an incredibly high degree of efficiency and economy was attained. In exhausting this chamber the heat pumps extract pure heat from the stale air before it is blown outside. This heat is then transferred to the incoming fresh air. Result: more heat from fewer heat pumps.

THE EXTRA BENEFITS:

A welcome plus was the addition of commercial space. None of the basement floor had to be sacrificed to a heating system. Capacity on this level was thus increased from 125 to 250 people.

There were plenty of other advantages. (1) Cleaner heat, with no smears or odors. (2) Safe heat, with no flame in the entire building. (3) Saving the additional water costs for air conditioning by the use of air-cooled condensers. (4) Constant and unlimited "fuel" supply. (5) Minimum installation investment. (6) System is custom-sized and adaptable — can be easily expanded if building is enlarged. (7) Units operate at peak efficiency at all times. (8) Greatly reduced maintenance costs. (9) No boiler scale formation.



Roof-mounted compressors and condensers give some idea how heat pumps exercise "zone control" of building's heating, cooling, ventilating. There are no signs of a heating or air-conditioning system inside.

For additional information call your Commonwealth Edison or Public Service Company Representative

 **Commonwealth Edison**
AND
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Industrial Developments

IN THE
METROPOLITAN
AREA



INVESTMENTS in industrial plant facilities in the Chicago Metropolitan Area amounted to \$12,142,000 in August, bringing the total for the first eight months of 1959 to \$210,501,000. Thirty-eight projects were reported in August, with the 8 month total amounting to 268 projects. Comparable figures for 1958 were \$4,906,000 in plant investments in August of 1958, with a cumulative total of \$128,073,000 in the first 8 months of last year. There were 25 projects announced August 1958, and an 8 month total of 196 projects. Types of projects covered in these reports include the construction of new plants or the addition of plant facilities at an existing location, and the acquisitions of land or buildings for industrial purposes.

• **Victor Chemical Works**, Chicago Heights, is erecting a new large plant for the production of phosphoric acid and derivatives located on a thirty-acre site adjacent to the Little Calumet river. Approximately 25 per cent of the land area will be used in the initial construction, with additional units to be constructed later. The company has headquarters at 155 N. Wacker drive, Chicago, and produces various phosphorous compounds, formates and oxalates.

• **Olin Mathieson Chemical Corporation** headquarters in New York, and operating several plants in the Chicago area, is expanding its plant near Joliet for the production of sulfamic acid. Sulfamic acid can be packaged in crystalline form, one of very few acids in a dry condition, and is used in detergents, in descaling metals, and in a wide variety of uses.

• **International Register Company**, 2620 W. Washington blvd., is erecting a new branch plant containing

120,000 square feet of floor area near Spring Grove in McHenry County. The new plant will employ approximately 200 workers, some of whom will come from the Chicago operation. The company makes electro mechanical timing devices, and will continue to operate at its present location in addition to the Spring Grove unit. Robert G. Burkhardt, engineer; Arnold N. May Builders, Inc., general contractor.

• **Interstate Steel Company**, Evans-
ton, is erecting a new plant with 83,000 square feet of floor area located near Des Plaines on Touhy avenue near Wolf road, north of O'Hare Field. The firm operates as a steel warehouse. Barancik, Conte and Associates, architect; Harry O. Hefter Associates, engineer.

• **Signode Steel Strapping Company**, 2600 N. Western avenue, is erecting a 78,000 square foot addition to its plant near Glenview, to be used as a research and engineering building. The structure was designed by Hausner and Macsai with Paul Rogers and Associates acting as structural engineer. Signode is an important firm in the steel strapping and bracing field including wire tying machines.

• **Precision Transformer Company**, 2208 W. Lake street, is erecting a new plant in Centex Industrial Park in Elk Grove for a total of 50,000 square feet of floor area. The structure was designed by Northern Builders, Inc., with room for future expansion.

• **Accurate Threaded Fasteners, Incorporated**, with general offices and warehouse at 2901 N. Montrose avenue, has had a new 30,000 square foot plant built for its manufacturing subsidiary, Mercury Screw Com-

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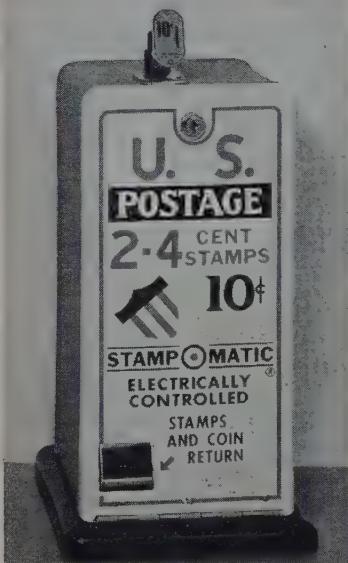
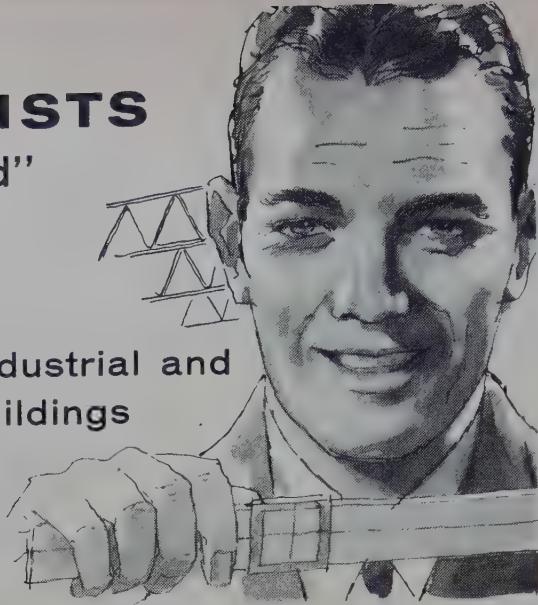
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pany, located at 7320 Agatite avenue, Norridge. The plant will be equipped with the most modern cold heading and thread rolling equipment. Leon W. Bylls designed the building, and Morris Handler Company is general contractor.

• **Culligan Incorporated**, manufacturer and distributor of water softener equipment and services, is adding 34,000 square feet of warehouse space to its plant in Northbrook. The firm has expanded its operation at this location several times since the war. Engineering Systems, Incorporated designed the structure and Ockerlund Construction Company was broker.

• **Richards-Wilcox Manufacturing Company**, Aurora, is adding 30,000 square feet of floor area for enlarged woodworking operation and storage. The company manufacturers hangars, tractors, conveyors and hardware specialties. Westing E. Pence, architect and engineer.

• **Ideal Roller and Manufacturing Company**, manufacturer of rollers for printing presses, located at 2512 W. 24th street, is expanding its plant with the addition of 24,000 square feet of floor area which is now under way. Sobel and Stein, architect and engineer.

• **Dudek and Bock Spring Manufacturing Company**, 4012 W. Grand avenue, manufacturer of wire forms, springs and metal stampings, has underway an addition to its plant encompassing 30,000 square feet of floor area. A. E. Stroebel, architect and engineer; H. N. Samuel Inc., general contractor.

• **National Gypsum Company**, Waukegan, is adding 24,000 square feet of floor area of warehouse space. This unit of National Gypsum makes wall board and lath. George A. Fuller Company is erecting the structure.

• **Pak-Rite Corrugated Box Company**, 3640 S. Albany avenue, is erecting a new plant of 23,000 square feet of floor area in the Melrose Park Industrial district. Schless Construction Company is erecting the unit and Davis, Pain and Company and Farr, Chinnock and Sampson acted as brokers.

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Fight For Water

(Continued from page 16)

substantial annual increases were forecast.

Despite the negligible increase in domestic pumpage, and despite the expenditure required by the 1930 decree of nearly a third of a billion dollars to construct sewage treatment works, the decree has now been reopened and the question is to be reconsidered by a Special Master recently appointed by the Court. Chicago's sewage treatment works and facilities, recently chosen as one of the "Seven Wonders of American Engineering" by the American Society of Civil Engineers, are now in jeopardy.

Reopening of the 1930 decree has been ordered by the Supreme Court on the amended application of the same six lake states which opposed Illinois in the original Wisconsin v. Illinois case. They charge that despite the 1500 c.f.s. direct diversion to dilute the sewage effluent, the Illinois Waterway is an "open sewer" used to flush the mess down into the Mississippi basin. They charge that the pollution is so bad that no amount of direct diversion will ever clean it up.

These charges are grossly and unfairly exaggerated. They refer to Illinois' efforts in Congress to obtain an additional 1000 c.f.s. temporary diversion, to allow a study to be made by the U. S. Army Engineers of the effect of increased diversion on navigation, and by the Department of Health, Education and Welfare on health conditions on the stream. It is true that some additional diversion is needed, but it is not true at all that conditions are beyond correction with reasonable amounts of additional water or that the only solution is to put the effluent back into Lake Michigan.

The near-disastrous consequences of dumping the sewage effluent into the Lake will be put forth in detail before the Special Master, and later, before the Supreme Court. These very serious consequences stand out clearly.

First is the pollution of water supply and beaches.

Chicago's situation is entirely different from that of the other Great Lakes cities which discharge their

(Continued on page 41)

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Withal, this is a most livable, though classic, home with entrance hall, garden room, drawing room, library, formal dining room, glassed dining porch, ultra modern kitchen on first floor. The second floor has 5 master bedrooms all facing the lake and each with a ceramic tiled bath, also the servants' wing. The basement is large with modern heating and laundry facilities, also fruit and wine cellars.

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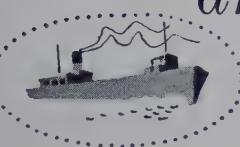
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Transportation and Traffic



THE nation's railroads have "overwhelmingly" accepted a plan to participate in an insurance policy that would protect them against losses due to work stoppages, the Association of American Railroads reports. The plan, which was drawn up by the railroads in cooperation with the Imperial Insurance Co., Ltd., of Nassau, Bahama Islands, provides for the payment of benefits resulting from work stoppages on less than 50 per cent of the nation's rail carriers. If more than 50 per cent of the railroads were struck at one time, no benefits would be paid. Indemnity for an insured railroad's losses would be payable up to 365 days during suspension of operations caused by a single work stoppage. The indemnity would cover the average daily fixed expenses, including property taxes, interest charges on debts, pension fund payments and employment of those managerial workers deemed essential for maintaining the property and resuming service at the end of a stoppage. In reporting the carriers' acceptance of the plan, Daniel P. Loomis, president of the A.A.R. said: "The railroads felt it was not only in their interest but also in the broad public interest to seek protection from huge financial losses that are an inevitable consequence of work stoppages. The insurance plan is in the public interest, as it guards a railroad against complete financial collapse and, therefore, is protection for the public and the nation." Mr. Loomis added that in the past "railroads have had to finance strikes of their employes. This ironic state of affairs," he continued, "prevails because of a unique provision in the federal railroad employment insurance law under which railroad employes engaged in a 'lawful' strike are to be paid unemployment benefits from a fund to which the railroad

companies are the sole contributors. The railroads are the only industry where such is the case." In a move to counteract the plan, the Brotherhood of Railroad Engineers announced that its advisory board had authorized an assessment of \$2.00 per month per member to build up a strike fund.

• **Iron and Steel Minimum Rates** in Eastern Territory Suspended: The Interstate Commerce Commission, by order in I. & S. M-12838, Iron and Steel Articles — Eastern Common Carriers, Iron and Steel Articles — Eastern Contract Carriers, suspended motor carrier rates on iron and steel articles scheduled to become effective August 15, 1959. The tariffs were published in compliance with the commission's minimum rate order issued in MC-C-1510, Iron and Steel Articles — Eastern Common Carriers, MC-C-1629, Iron and Steel Articles — Eastern Contract Carriers, and No. 31847, Iron and Steel Articles — Eastern Territory. The effective date of this order has been postponed indefinitely by the Commission. The action was taken in view of temporary restraining orders against enforcement of the minimum rate order entered in federal courts.

• **Senate Confirms Nomination of Herring to I.C.C.**: The Senate has confirmed the nomination of Clyde E. Herring, a member of a Des Moines, Iowa, law firm, for appointment to the Interstate Commerce Commission. Mr. Herring was graduated from the State University of Iowa and received his law training at Drake University. After service in the Army, including two years as a prisoner of war in Germany, he served as district supervisor for the Bureau of the Census. He then served as assistant county attorney

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and county attorney of Polk County, Iowa. In 1954 he won the Democratic nomination for governor, but lost in the general election. Mr. Herring was nominated for the term expiring December 31, 1963, of Richard F. Mitchell who resigned from the commission June 15. The Senate has also confirmed the nominations of Commissioners Freas and Goff for reappointment as members of the commission.

• **Canada Moves to Increase Welland Canal Capacity:** The Canadian Ministry of Transport has announced that improvements would be undertaken "this fall" to increase the potential capacity of the Welland Canal by about 25 per cent. Commenting on the announcement, the St. Lawrence Seaway Authority — the counterpart of which, in the United States, is the St. Lawrence Seaway Development Corporation — said that the Welland Canal capacity would be increased "by constructing at certain locations additional tie-up walls, the provision of which will permit a reduction in the time that locks now stand idle awaiting the arrival of a ship to enter, following the clearance of a ship traveling in the opposite direction." The tie-up walls are expected to be ready for the opening of navigation in April 1960. It is estimated that this work will cost about \$7,500,000. The St. Lawrence Seaway Authority also said that intensive study will be made of the possibility of reducing lockage time by improvement in the hydraulic characteristics of the lock filling and emptying system.

Team Bidding

(Continued from page 31)

over the last eight years, while California's has increased from 13 to 21 per cent is basically this: During the high employment period of the Korean War, New York firms passed up research contracts in favor of higher profit production contracts. When the time came to negotiate for advanced weapons production contracts, according to Javits "it was very convenient to deal with the California people who had such experimental contracts and who had obtained the know-how."

Can Chicago and Illinois afford to lag behind not only California, but New York as well in obtaining

defense contracts? This is the question which Chicago Area manufacturers will be asking themselves and each other in the forthcoming team bidding meetings to be held under auspices of the Association.

The Chicago Area industrially is healthy, widely diversified and growing at a more rapid rate than any other in the country. The area does not face the same problems, for example, as those of many New England industrial centers. Nor, has there been any great migration of Chicago industry to centers of defense production, as there has been in some other cities. Some eastern and midwestern manufacturers, wanting their share of defense production, have opened branches on the West Coast. There are instances of eventual complete removal of all facilities from the parent plant to the new location and the complete loss to the original home city of a valuable industry, including all its commercial production.

Members of the Industrial Development Committee point out that the Chicago Area, which once was heavily represented in transportation production, has lost out on a relative basis because rail transportation no longer is the almost sole method of passenger and freight transport. The area has no airframe manufacturing at all. Chicago lost ground when the Ford Motor Company closed its plant here at the conclusion of its contract for producing early jet engines. The great Chicago meat packing industry has been declining.

A progressive Chicago can not rest on the laurels of the past, the Committee believes, as it urges consideration of team bidding for defense contracts by Chicago area industry.

Some Chicago firms, but not many, have engaged in team bidding. Most of these have been teamed with concerns in other sections of the country, however. In the past, most team formations have been brought about by the initiative of an individual or an individual company, who, seeing an opportunity, has put a team together.

There are some bidding teams currently active in the Chicago Area. One is known as CADI — Chicago Area Defense Industries. Armored Research Foundation of Illinois Institute of Technology and local firms are members.

Under the team bidding concept

is not necessary to form a corporation to secure the larger contracts. The name "Chicago Area Defense Industries," for example, is used merely for identification purposes. All that is necessary is for the teamed arms to form an entity to submit a bid together with proof of responsibility. The bid could be submitted by one member of the team, "The Blank Corporation" on behalf of the entire team whose other members might be "X Corporation," the "Y Company" and "Z, Incorporated."

The Industrial Development Committee of the Association now proposes to help Chicago Industry in the formulation of a definite, organized plan for bringing defense work to the Area through cooperative effort . . . to center group defense work in Chicago.

The Committee is convinced that the potential is here in excellent capabilities of existing industries to do a superb job of defense production in many areas, particularly during the dawn of the space age.

It will welcome inquiries of interested manufacturers directed to the Industrial Development Division of the Chicago Association of Commerce and Industry.

Big Gap In Housing

(Continued from page 15)

Developers, to contractors and to industry that city neighborhoods can be redeveloped and that people in the valuable middle-income employee group will buy or rent in the city if proper accommodations are offered at a price they can afford.

Under Section 220 for rental property and Section 213 for cooperative housing, financing is available to private redevelopers under FHA with loans insured up to 90 per cent.

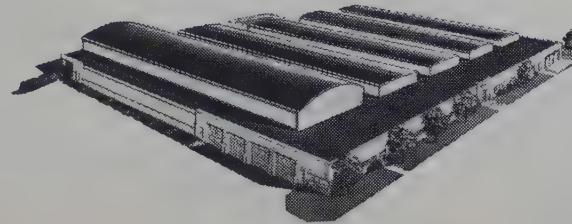
The Chicago Association of Commerce and Industry and the Metropolitan Housing and Planning Council have been in the forefront of the battle for better housing for Chicago's people. It is the hope of those who have worked on this project that these demonstrations by private enterprise will encourage others to build suitable housing for families in the six to nine thousand dollar a year bracket. Such housing is essential if Chicago is to continue attracting and keeping the skilled labor and white collar groups vital to our expanding economy.

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Continental Ports					
Prins Frederik Willem			Prins Willem IV		Sept. 23
Fjell-Oranje		Sept. 15	Fjell-Oranje		
Borgholm			Rathlin Head		Sept. 24
Swedish American		Sept. 16	Head		
Prins Willem III			Kaarina		
Fjell-Oranje		Sept. 17	Nordlake		Sept. 28
Catherine Sartori			Elizabeth Berger		
Hamburg Chicago		Sept. 18	Swedish Chicago		Sept. 30
Transontario			Beechmore		
Poseidon		Sept. 18	Furness Great Lakes		Oct. 5
Transquebec			Maria		Oct. 5
Poseidon		Sept. 18	Nordlake		
Prinses Irene			Scandinavian and Baltic Ports		
Fjell-Oranje		Sept. 21	A. J. Falkland		
Prins Willem IV			Swedish Chicago		Sept. 16
Fjell-Oranje		Sept. 23	Borgholm		
Ville de Quebec			Swedish American		Sept. 16
French		Sept. 23	Lygenfjord		
Elizabeth Schulte			Fjell and Fjord		Sept. 22
Poseidon		Sept. 26	Elizabeth Berger		
Byklefjell			Swedish Chicago		Sept. 30
Fjell-Oranje		Sept. 28	Mediterranean Ports		
Kaarina			Anglian		
Nordlake		Sept. 28	Ellerman Great Lakes		Sept. 15
Leapaul			Capo Faro		
Hamburg Chicago		Sept. 28	Montship-Capo		Sept. 16
Volumnia		Oct. 3	Exiria		
Hamburg Chicago			American Export		Sept. 16
Maria		Oct. 5	Yarden		
Nordlake			Zim-Israel		Sept. 21
United Kingdom					
Prins Frederik Willem			Mildred Cord		
Fjell-Oranje		Sept. 15	Fabre		Sept. 21
Palermo			Prins Johaen Willem		
Ellerman's Wilson		Sept. 16	Friso Niagara		
A. J. Falkland			Pierre		
Swedish Chicago		Sept. 16	Montship-Capo		Oct. 4
Manchester Faith			San Sebastiano		
Manchester Liners		Sept. 19	Montship-Capo		Oct. 16

Chicago's Fight for More Water

(Continued from page 35)

treated sewage into the lakes. Chicago's human population and industrial development far surpasses that of any other Lake City. Its population is more than double Detroit's, four times Cleveland's, five to six times that of Milwaukee, Buffalo and Toronto. These population figures are especially significant because there is no 100 per cent sewage treatment. Under the most advanced methods 90-92 per cent treatment is top efficiency and this has been achieved by the Sanitary District.

Inevitably, therefore, when indus-

trial population is added to human, and a population equivalent to some 8 million is served, the treated effluent will contain solids equivalent to solids in raw sewage for a population of 800,000. In effect, the complainants are asking Chicago to dump the equivalent of the raw sewage of cities the size of St. Louis or Washington off our lakefront. The problem is more serious in periods of storm, because the sewage system cannot treat all the sewage. Storm water and sewage are necessarily

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mixed and temporary pollution results.

There are further reasons why Chicago's problem is different. The south end of Lake Michigan at Chicago is a relatively shallow bay. To reach a depth of 300 feet, it is necessary to go 20 to 30 miles out into the lake from Chicago, compared with only 10 miles out from Milwaukee. In addition, currents at Chicago are light and variable, depending primarily on surface winds. These winds tend to produce a counter-clockwise circulation which aggravates the problem.

The U. S. Public Health Service has pointed out that the sewage disposal problem must be treated on an individual basis for each city. The service also takes note of periodic complaints from Chicago of taste and odor problems in the water supply allegedly arising from sewage and industrial discharge from northern Indiana areas about 10 miles from the water intake.

Discharge of Chicago's effluent would likewise affect the water supply of certain Indiana and Michigan towns on the lake. Since it is im-

possible to filter water for the beaches, Chicago's beaches would also be seriously affected when the current failed to carry the effluent away or when the winds brought it back into shore.

There is no way to escape the conclusion that dumping Chicago's effluent back into the Lake would endanger the health and welfare of the people of the Chicago Metropolitan area.

Second, are the waters needed for navigation of Illinois Waterway?

When the U. S. Supreme Court entered its 1930 decree reducing diversion from Lake Michigan to 1500 c.f.s. plus domestic pumpage (then about 1700 c.f.s.), the Illinois Waterway did not exist. The Waterway was authorized by Congress later in the year 1930 by the Rivers and Harbors Act.

In creating and federalizing the Waterway, Congress took steps to provide water necessary for its navigation by declaring that the 3200 c.f.c. authorized by the Court's decree was to be used for navigation in the Waterway. The Illinois Waterway is now the connecting link be-

tween the St. Lawrence Seaway and the Gulf of Mexico. From virtually zero in 1932, traffic has expanded to about 25 million tons per year.

If sewage effluent were returned to the Lake, the remaining 1500 c.f.s. direct diversion would not supply sufficient water for flotation of vessels on the waterway, operation of present and proposed locks, and leakage and evaporation. Moreover, a water shortage would exist in the fall and winter on the Mississippi River below Alton. A severe shortage there prompted the Court to grant an emergency increase in diversion from December 1956 to February 1957. In January 1959 the Sanitary District made a similar increase available by drawing down excessively on its water allotment for the year.

There is considerable scientific basis for the further fact that the presence of the warm sewage effluent in the water tends to reduce ice formation and to produce a current which curtails ice and tends to carry it downstream.

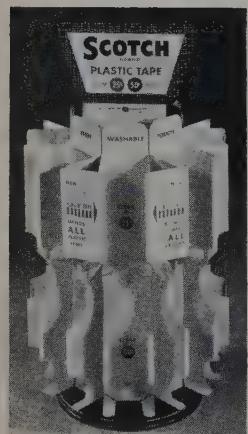
Third is the cost.

The cost of rearranging facilities to return effluent to the lake would be prohibitive. Engineering estimates place the initial cost to the Sanitary District between 250 and 300 million dollars, with an annual operating cost of 2 million. Debt service charges would run over 15 million per year for 30 years to pay for such a project. In addition the City of Chicago would have to construct and operate new filtration works far out into the lake to avoid the effluent discharge area.

No Estimate of Cost

No estimate of the cost to the city has been made, but the new north side filtration plant is under construction at a cost of 100 million dollars. Operating costs will be 6 million per year. Private industry would also suffer substantial injury from a reduction in the flow of the Chicago river and Sanitary and Ship Canal, incurring costs running into millions.

As compared with the tremendous cost to Chicago of making these changes, the benefit the complaining states would receive is small indeed. There might be a theoretical gain of power capacity to Canadian and American plants at Niagara and on



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the St. Lawrence River of 2 million dollars per year, though it is difficult to see how any actual loss will be sustained when those hydro plants anticipate a load capacity of 70 per cent to 85 per cent.

Though the opposing states believe that if sewage effluent were returned to the Lake, the level of Lakes Michigan and Huron would rise nearly 2 inches, Erie and Ontario about 1 inch. They claim that shipping revenues would increase some 4 million dollars per year. The U. S. Army Engineers, however, have studied the matter and have reported that a proper estimate is \$660,000.

No matter what the exact figure, the initial and operating costs of returning effluent to the lake would exceed any possible economic benefits many, many times. In exchange for a small windfall to complaining states and their citizens, the citizens of Chicago would spend millions more for the "privilege" of polluting their lakefront.

Here, There and Everywhere

(Continued from page 13)

self-guiding buses in trains in their own exclusive rights-of-way in expressways.

The vehicle used in the tests is a battery-powered industrial plant truck equipped with electronic devices developed by Barrett Electronics Corporation, Northbrook, Illinois.

The CTA has been advised that a section of highway properly equipped with guide wires which provide electronic impulses for guiding the test vehicle, will be made available to CTA for field tests.

The test truck scoots over its established course at a top speed of nine miles per hour, honking a warning of its approach. It halts automatically at pre-determined stops for loading or delivery of materials, then resumes its course when the materials handler presses a button on the instrument panel of the truck.

• **New Book** — "Systems and Procedures Responsibility," published by the Division of Research, Harvard Business School at \$2.50 is an administrative view of the division of responsibility between operating people and specialists for systems and procedures work.

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Richard G. Boyd, Director of Revenue and Membership Division, reports to directors on membership activities. Seated (l to r) are J. C. Loftis, President Kraft Foods Co.; Truman Gibson, Sr., Chairman Supreme Liberty Life Insurance Co.; Frank F. Kolbe, President, United Electric Coal Companies and (with back to camera) Herbert F. Lello, President, Automatic Electric Company



Edward C. Logelin, Vice President, United States Steel Corp., Association Vice President for Health Education and Welfare tells Board of meeting with labor union representatives on participation in Crusade of Mercy. In foreground are: (l to r) R. C. Stockton, Association Aviation Committee, General Traffic Manager Stewart-Warner Corporation; Jerry Franzen, Association Transportation Division. Seated, rear are: (l to r) Carroll Roseberry, Vice President, Westinghouse Electric Co.; E. E. Hargrave, Administrative Vice President, Jewel Tea Company; James E. Rutherford, Vice President Prudential Insurance Company; Robert Cunningham, Director Association Public Relations and George I. Daniels, Vice President City National Bank & Trust Co.



Stanley J. Roush, Chairman Canadian-American Trade and Industry Committee, Group Vice President, Borg-Warner Corp., outlines plans for Canadian-American Trade and Industry Conference



Preston E. Peden, Director Association Governmental Affairs Division, delivers impassioned plea for support of Lake Diversion legislation, reports on legislative action of division and activities of Political Workshop. Foreground, Hayward Hirsch, Director of Association Community Development Division. At table (l to r), Joseph E. Magnus, Chairman James S. Kemper & Company; Association General Treasurer A. Newell Rumpf, Vice President Harris Trust & Savings Bank; Donald O'Toole, President, Pullman Trust & Savings Bank; Sydney G. Craig, Association counsel in Lake Diversions litigation



Attorney Craig of firm of Martin, Craig, Chester and Sonnenschein, reports to Board on status of suit filed in Supreme Court by neighboring Great Lakes states against Sanitary District and State of Illinois to force Chicago to return treated sewage to Lake Michigan. Donald O'Toole is seated, right of Craig

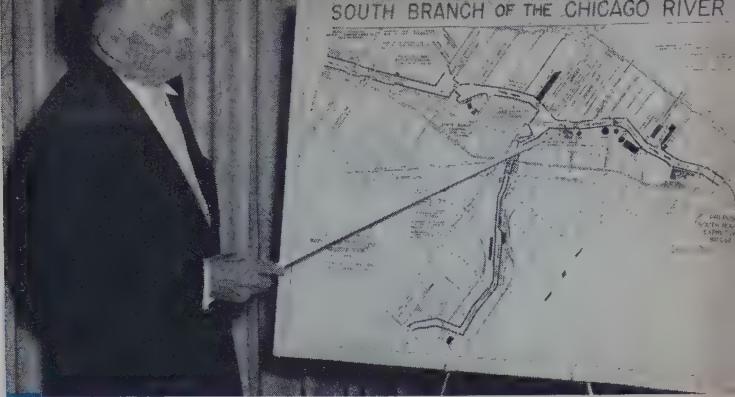
Goes To A Directors' Meeting



Chairman, Great Lakes-St. Lawrence Seaway Section, Association Harbors and Waterways Committee, W. B. Miller Jr., Partner, Lord, Bissell & Brook, presents recommendation of his committee in favor of Bascule Bridge for Southwest Expressway over Chicago River. Seated (l to r), Robert C. Gunness, Executive Vice President, Standard Oil Company of Indiana and Robert L. Bean, Director, Association World Trade Division



John W. Clarke, Chairman Street Traffic and Parking Committee of Association Community Development Division, President, John W. Clarke & Co., presents his committee's recommendation in favor of a fixed bridge. At Speaker's Table (l to r) are Thomas H. Coulter, Association Chief Executive Officer, Paul W. Goodrich, Association President, President of Chicago Title & Trust Co. and Dean Drewry, Association Controller



Representing Association's Industrial Development Committee, Frank C. Stern, General Manager Central Mfg. District, Inc. presents his committee's opposition to a fixed bridge



Joseph E. Magnus and A. Newell Rumpf (l to r) listen as Donald O'Toole rises to speak on bridge issue



George DeMent, Commissioner, Public Works, City of Chicago, gives city's viewpoint on bridge issue. Listening (l to r) are: Eskil I. Bjork, Chairman, Peoples Gas, Light & Coke Co.; Homer Hargrave, Vice President, Merrill Lynch, Pierce, Fenner & Smith, Inc. and Warren W. Brown, Assistant Vice President, Western Pacific Railroad



Warren Brown (1) and M. E. Holt, President, Interstate Dispatch, Inc. hear Gerhardt F. Meyne, Association Senior Council member, President, Gerhardt F. Meyne Company, raise questions concerning bridge recommendations of the three committees. Board voted to table recommendations of committees, pending further investigation and evidence



Robert C. Stockton, reporting for the Aviation Committee of the Association, recommended intervention by the Association in the Trans-Pacific Route case, the Board approved. In foreground, Jerry Franzen. At table (l to r), Lawrence Klinger, Junior Association of Commerce and Industry representative, Assistant to the Vice President in Charge of Research Division, Swift & Co.; Frank C. Stern and Carroll Roseberry

Know

Your Chicago

THE "Know Your Chicago" program will open its 11th year September 23 with the theme "Ingredients of Greatness in the City" under co-sponsorship of the University College and the Woman's College Board. The Association is a cooperating agency.

Lectures will be held on alternate Wednesdays at 11 a.m. in Fullerton Hall, Art Institute of Chicago. Field trips, complementing each lecture, will be held during the week following each lecture. "Know Your Chicago" television programs have been scheduled on Wednesday evenings by WTTW, Channel 11.

Lecture and tour tickets may be obtained at University College, 64 E. Lake Street. Mrs. J. Harris Ward is founder and Chairman of the "Know Your Chicago Committee."

JAYCEES PICK 10 OUTSTANDING YOUNG MEN OF 1959

AWARDS will be made to the Ten Outstanding Young Men of 1959 in the Chicago Area at a luncheon October 6 in the Pick-Congress Hotel.

The Chicago Junior Association of Commerce and Industry in co-operation with the United States Junior Chamber of Commerce each year names the ten young men in the Area who have made outstanding contributions to their work or profession, or to civic and cultural betterment of Chicago.

This year's selections were made by a panel representing Chicago's

four metropolitan newspapers and leaders in the fields of finance, education and theology.

Principal speaker at the Awards luncheon will be Lyle Spencer, President of Science Research Associates, Inc., one of 1940's national Ten Outstanding Young Men. His topic will be "The Pursuit of Excellence."

Reservations for luncheon tickets, priced at \$3.75, may be made by calling the Jaycee office, FRanklin 2-7700 or by writing to the Chicago Junior Association, 30 West Monroe Street.

Glee Club Invites New Members

The Chicago Association of Commerce and Industry Glee Club rehearsals are being held each Monday night in the Field Building, 135 S. LaSalle St., Room 1552.

Any Association member who likes to sing is invited to join the club for fellowship and good music. All that is necessary to join is to come to a Monday night rehearsal.

Calendar of Association Events

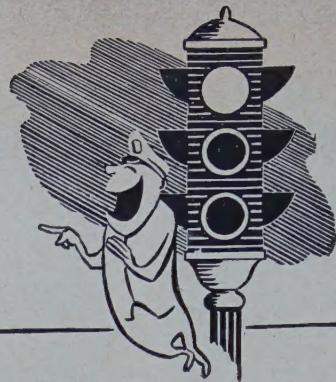
Sept. 17-24	Practical Politics Workshop III. Robert W. Murphy, Chairman, Governmental Affairs Council. Discussion Leader: J. H. Bindley, Professor of Political Science, Knox College.	Association Conference Room 3:30 P.M.
Oct. 1-8 15-22-29		
Sept. 17	Street and Highway Lighting Clinic, H. H. Hirsch, Chairman. Co-sponsored with Chicago Lighting Institute.	Chicago Lighting Institute: 140 S. Dearborn. All Day.
Sept. 23	Sub-Committee Health-In-Industry. Dr. Jordon Scher, Chairman. Sponsored by the Association.	Association Conference Room 8:00 P.M.
Sept. 29	Planning For Retirement Conference. Mayor Richard J. Daley, Chairman. Sponsored by Mayor's commission on Senior Citizens, the Association. Speaker, Thomas Collins, Daily News Columnist.	Sherman Hotel All Day
Oct. 1	Industrial Traffic Council Meeting; General Chairman, Tom C. Hope.	Traffic Club of Chicago, Palmer House - 12:15 P.M.
Oct. 1	Annual Fire Prevention Week Luncheon Meeting; Ray Sapp, Vice Chairman, Association Fire Prevention committee, sponsored by the Association. Speaker: John J. Ahern, Director of Security, General Motors Corp., Detroit, speaking on "A Sense of Responsibility."	Hotel Sherman, Shaw Room 12 Noon
Oct. 8, 9	Two Day Training Course in Quality Control. Host, American Society for Quality Control, Chicago Section. Sponsored by the Association.	Congress Hotel 8:30 A.M. - 4:30 P.M.
Oct. 16	Heart-In-Industry. Andrew J. Oberlander, M.D., Speaker. Sponsored by the Association, Chicago Heart Association.	Sherman Hotel All Day
Oct. 23	Board of Directors Luncheon Meeting: Paul W. Goodrich, Chairman.	Association Conference Room 12:00 Noon
Oct. 29	Second Annual Industrial Development Conference. Chairman, Thos. G. Ayers, Vice President in Charge of Industrial Development. Sponsored by the Association. Speaker: Governor Wm. G. Stratton.	Sherman Hotel Morning Session and Luncheon

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Stop me...If...



A car screeched to a halt at an intersection, barely missing a white-haired old lady. But instead of giving the driver a tongue-lashing, she recovered herself quickly, smiled sweetly and pointed to a pair of baby shoes dangling from his rear-view mirror.

"Young man," she asked, "Why don't you put your shoes back on?"

A fellow dining in a restaurant missed the potatoes and thought he would try out his French on the pert waitress. So he said: "Where's the pommes des terres?"

Blinking not an eye, she replied — "First door around the corner to the left."

The butcher was busy waiting on a customer when a woman rushed in and said, "Give me a pound of cat food, quick!" Turning to the other customer she said, "I hope you don't mind my getting waited on before you."

"Not if you're that hungry," the other woman replied.

"Willie," puffed the fat woman plaintively as her husband failed to assist her onto the street car, "You aren't as gallant as when I was a gal."

"I know, dear," puffed back Willie, "but you aren't as buoyant as when I was a boy."

A famous pediatrician was asked by a mother what was the best time to put her children to bed.

"While you still have the strength!" was the answer.

A very nice old lady had a few words of advice for her granddaughter:

"My dear," said the old lady, "there are two words I never want to hear you use. I wish you would promise me never to use them. One is swell and the other is lousy. Would you promise me that?"

"Why sure, Grandmother," said the girl, "what are the words?"

He had the worst case of trembling hands the doctor had ever seen. "How long have you had these symptoms?" asked the M.D.

"Well, it started about five years ago, but it's getting worse, Doc."

"Could it be that you're drinking too much?" said the doctor.

"How much is 'too much?'" asked the patient, and the doctor replied, "Oh, say a quart a day."

"A quart a day!" explained the patient. "Doc, I spill that much."

A man who had been married ten years consulted a marriage counsellor. "When I was first married," he said, "I was happy. I'd come home from a hard day at the store and my little dog would race around barking, while my wife would bring me my slippers. Now, after all these years, everything's changed. When I come home, my dog brings me my slippers and my wife barks at me."

"Well, I don't know what you're complaining about," said the counsellor. "You're still getting the same service."

A missionary traveling through the jungle met a lion. Flight was hopeless; he fell to his knees in anxious prayer. A few moments later he was greatly comforted to see the lion on his knees beside him.

"Dear Brother," said the relieved missionary, "how delightful it is to join you in prayer when a moment ago I feared for my life."

"Don't interrupt," said the lion, "I'm saying Grace."

Bob: "How can you afford such long holidays?"

Joe: "Easily. One month on the sands and 11 months on the rocks."

After the physician checked the patient over, the doc asked, "Have you been leading a normal life?"

"Yes, doctor."

"Well, you'll have to cut it out for a while."

"What is your name, please?" asked the precinct worker.

"Maggie Dugan."

"And your husband's name?"

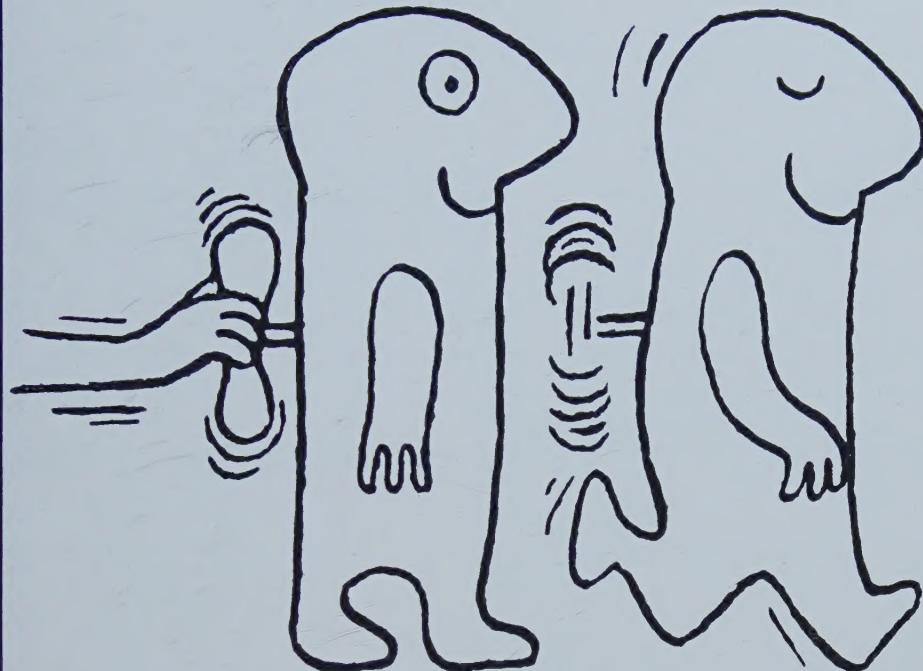
"Dugan, like my own."

"But, what is his full name?"

"Well, when he's full he thinks he's Jack Dempsey; but when I take him in hand he's still Dugan."



ACCELERATE TEMPO



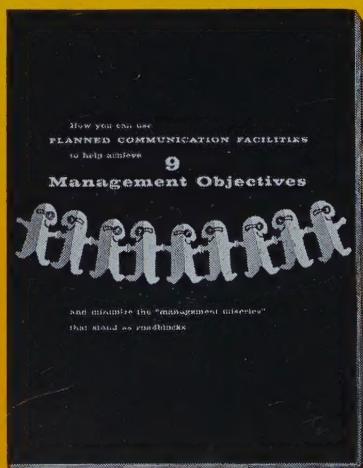
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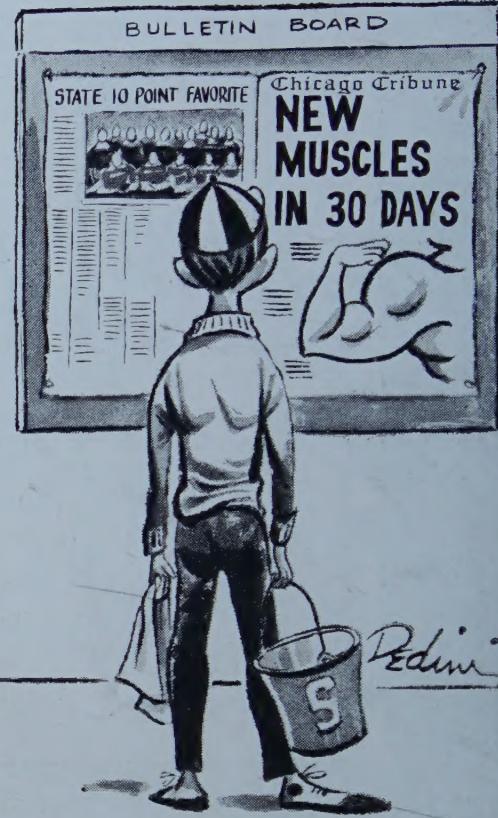
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